All-American Ads 50's

Ed. Jim H

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TASCHEN

As McCarthyism swept through the United States and capitalism was king, the U.S. enjoyed a feeling of pride and security that was heavily reflected in its advertising. Flooding society with visual information via an endless variety of mass-market magazines, companies in the 1950s promoted everything from vacations in Las Vegas, during which guests could watch atomic bombs detonate, to cigarettes as healthy mood-enhancers, suggested by a baby claiming his mother feels better after she smokes a Marlboro! With the Cold War escalating throughout the decade, American families geared up for the new technological age, pushing consumerism – and advertising – to new limits. From "The World's Finest Automatic Washer" to the Cadillac which "Gives a Man a New Outlook," you'll find in this anthology a colorful variety of classics as well as forgotten 1950s American advertisements.

Jim Heimann is a resident of Los Angeles, a graphic designer, writer, historian, and instructor at Art Center College of Design in Pasadena, California. He is the author of numerous books on architecture, popular culture, and Hollywood history, and serves as a consultant to the entertainment industry.

In der Werbung der 50er-Jahre spiegelt sich amerikanischer Stolz und ein Gefühl der Sicherheit: Der republikanische Senator McCarthy ruft zur antikommunistischen Hetzjagd auf und der Kapitalismus tritt seinen Siegeszug an. Aus der endlosen Vielzahl von Magazinen ergießt sich eine wahre Bilderflut über die Leser. Es gibt in den 50ern kein Produkt, für das nicht geworben wird. Bemerkenswert war die Bandbreite der optischen Kaufanreize: Der freie Blick auf eine Atomexplosion in der Wüste von Nevada sollte eine Reise nach Las Vegas noch attraktiver machen. Und ein lächelndes Baby ermuntert alle gestressten Mütter, zur Entspannung doch eine Marlboro zu rauchen. Während der Kalte Krieg eskaliert, brechen amerikanische Familien, vom Kaufrausch angetrieben, ins Zeitalter der modernen Technik auf. Eine Herausforderung für die Werbebranche. Von der »weltbesten vollautomatischen Waschmaschine« bis zum Cadillac, der dem Mann »eine neue Lebenseinstellung« verleiht: Dieser Band versammelt ausgewählte Klassiker und ganz zu Unrecht vergessene Werbebotschaften aus dem Amerika der 50er-Jahre.

Der Grafiker, Autor und Historiker **Jim Heimann** lebt in Los Angeles und lehrt am Art Center College of Design im kalifornischen Pasadena. Heimann schreibt Bücher über Architektur, Populärkultur und über die Geschichte Hollywoods und arbeitet als Berater für die Entertainment-Branche.

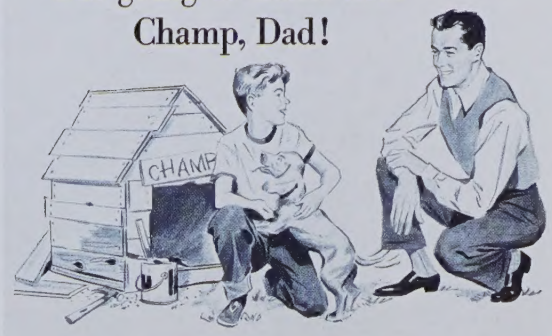
www.taschen.com

Van Heusen
Van Heusen

50s

All-American Ads

I'm going to name him Champ, Dad!



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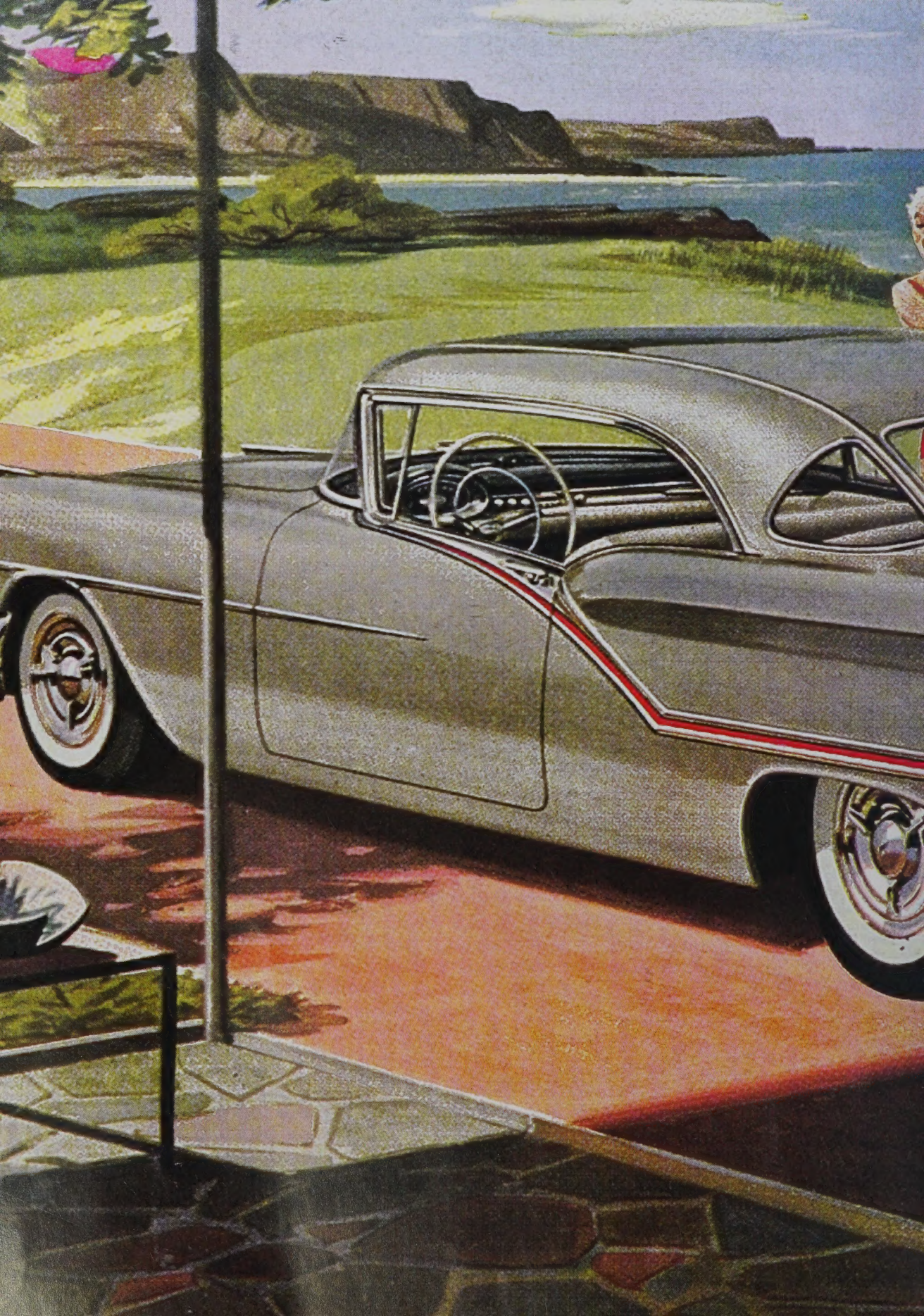
LUCKY
STRI
"IT'S T

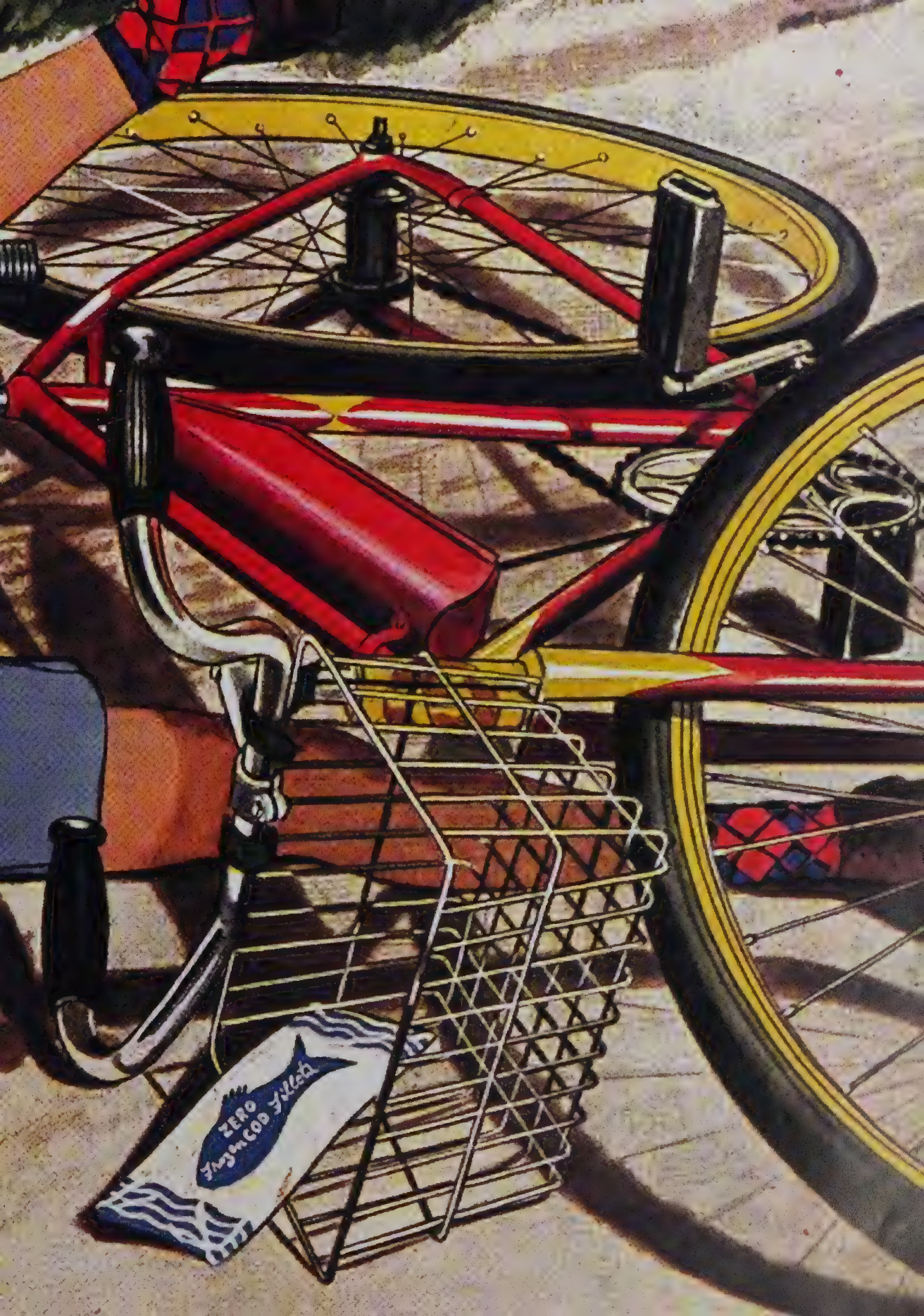
Greetings
LUCKY STRIKE
"IT'S TOASTED"



1957

EYE MATIC

PEANUTS
PEAS
FRESH SPIN


ZERO
Norwegian COD Fillets

Royal Ring
Hahn

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Jim Heimann

Imprint

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Cover: *Arrow Shirts, 1950*
Endpapers: *Van Heusen Shirts, 1950*
page 2-3: *Lucky Strike Cigarettes, 1950*
page 4-5: *Grumann Aircraft Engineering Co., 1954*
page 6-7: *Oldsmobile, 1957*
page 8-9: *Wollensak Electric Eye-Matic, 195?*
page 10-11: *The Thing From Another World*
page 12-13: *Riegel Fabric, 1955*
page 14-15: *DuPont Cellophane, 195?*
page 16-17: *Hewitt Robins, 195?*
page 18-19: *Koroseal, 1953*
page 20-21: *SAS Scandinavian Airlines, 1958*

50s

All-American Ads

Edited by Jim Heimann
with an introduction by Jim Heimann

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Jim Heimann:
From Poodles To Presley,
Americans Enter The Atomic Age – 26

Mit pinkfarbenen Pudeln und Presley
ins Atomzeitalter – 30

Elvis et petits caniches roses :
les Américains entrent dans l'ère atomique –
34

Index – 920

Alcohol
& Tobacco
38

Atomic/Defense
100

Consumer
Products
344

Automobiles
156

Entertainment
500

Fashion
& Beauty
538

Food
& Beverage
616

Industry
684

Interiors
772

Travel
834

The 1950s

From Poodles To Presley, Americans Enter The Atomic Age

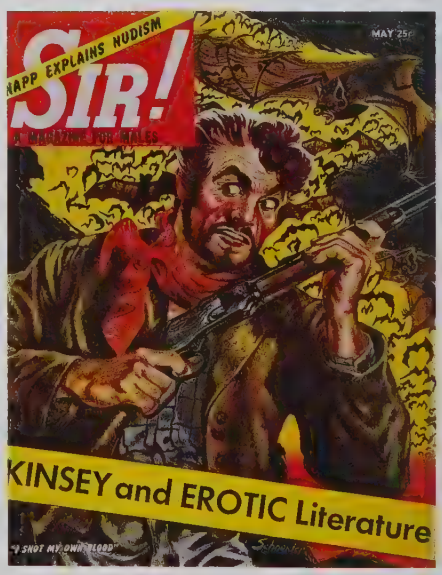
by Jim Heimann

The atomic bomb changed everything. By 1950, Americans were slowly accepting the fact that something fundamentally different was going on in society. Despite the victories of World War II and a post-war prosperity that brought a rush of unheralded consumerism, atomic power had many Americans wondering what the future held. At the end of the summer in the year 1949, the explosion of a Russian atomic bomb confirmed that the United States was no longer the sole possessor of the mightiest nuclear device in the world and Americans responded in different ways. Some bought Geiger counters to mine for uranium. Others started digging bomb shelters in their backyards to protect them from a nuclear blast. But regardless of their action, for most Americans the advent of the bomb signaled an end to an age of innocence and a time to buy, buy, buy.

The early 1950s witnessed the continued paranoia that accompanied the possession of nuclear warheads. The U.S. government, in an attempt to keep one step ahead of the Russians, initiated an arms race. If the Reds had an atomic bomb, America needed a more powerful one. The resulting H-bomb put the U. S. that one strategic step ahead. This rush to create the world's top nuclear power ushered in the atomic age which was quickly joined by other sobriquets for new technological developments. Soon advertising copy was peppered with references to the jet age and the space age. A new category of advertising emerged addressing the Cold War. The tanks and jeeps of World War II were replaced by nuclear subs and guided missiles. It was in this atmosphere that Madison Avenue, in attempting to put a positive spin on the atom and doomsday predictions, embraced nuclear power and applied it to advertising. The "peaceful atom" was now working for Americans. In one amazing ad, a mushroom cloud is accompanied by copy which claims that "Even this cloud has a silver lining." Advertisers appropriated space helmets and rockets to sell cereal. Car designers came up with exaggerated tail fins for automobiles to express this new accelerated speed. And the American public ate it up.

Unlike previous decades in which the Depression and World War II condoned frugality and rationing, American consumers of the 1950s were experiencing an unprecedented phenomenon. A generation born before and during the Depression were of an age where their earning power created a pocket of wealth. This, combined with a declining number of individuals to share it and the resumption of American industry's aggressive consumer economy after World War II, set the stage for a buying binge that Americans would indulge in for the foreseeable future. With a productivity rate of two percent per year between 1945 and 1955 Americans were buying 75 % of the cars and appliances on the earth. Despite the shadow of atomic obliteration hanging over the American consciousness, advertisers continued to barrage the public, a new "mass market," with products that were newer, better and faster. And Americans felt entitled to it. Striving to lead normal productive lives after saving the world from Axis aggression, the American public looked beyond their pre-World War II days and gazed to the future – and the future looked great. At least as seen through the eyes of television, magazines and advertising.

Bolstered by the media, consumers obliged this onslaught of advertising by buying the endless array of products. Home



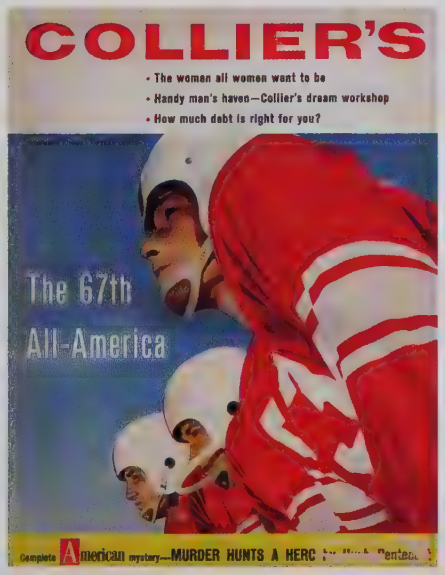
Striving to lead normal productive lives after saving the world from Axis aggression the American public looked beyond their pre-World War II days and gazed to the future. And the future looked great.

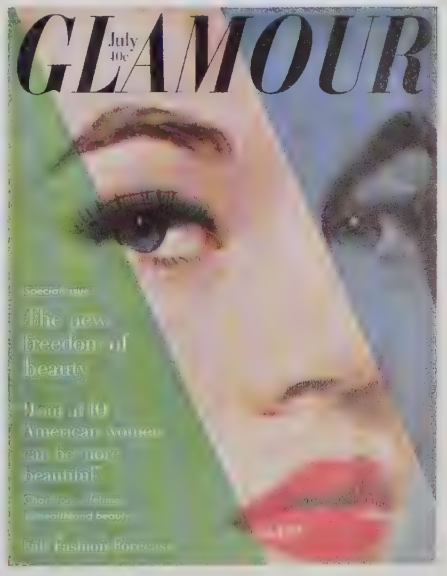
ownership, which most Americans considered their birthright, along with disposable income were the foundation for much of this consumption in the 1950s. Prompted by post-war housing shortages, the drift away from the city and into the suburbs was well on its way by the beginning of the decade with 23.6 million Americans owning their own homes. By 1960, there were 32.8 million homeowners. This suburban trend was firmly established with the construction of sprawling suburbs such as Levittown, New York, a former potato field that was developed into a mass of 17,447 houses in 1951. With all of these detached, single family dwellings came the need to furnish and maintain them. Within ten years the sale of lawn and porch furniture sales jumped from 53.6 million dollars to 145.2 million dollars, while automatic washer sales almost doubled from 1.7 million to 2.6 million.

After home ownership, the automobile was next in line for Americans unabated consumption. The introduction of the 1955 models in the fall of 1954 set off a buying frenzy. Redesigned to reflect the era's preoccupation with speed, the new line of cars had sleek styling and lots of chrome. Chevrolets in particular received much of the attention with their range of colors and dynamic new look. The hint of luxury was implied in marketing the cars and buyers were promised a bit of the future as well. An ad for the Ford Lincoln asked buyers "Why be tied down to yesterday?" while copy for the Buick Roadmaster suggested that everywhere you went a red carpet would be rolled out upon your arrival. The status associated with automobiles was unavoidable. Cars reflected an economic standard and a place in society for their owners. They also could be seen as reflections of their driver's personality.

As the decade progressed, the extremes of car design were taken to their limits. Fins got larger, chrome embellished almost every surface and the size of the cars expanded to near-impossible lengths. The advertising which accompanied these behemoths bordered on pretension. The doomed Ford Edsel claimed "They'll know you've arrived when you drive up in an Edsel." The Buick Limited was "The car conceived and created to change your ideas of luxury motoring." The ad copy for the Pontiac declared "A bold new car for a bold new generation." The trend in massive cars would last into the early 1960s when smaller compact imports including the Volkswagen, an odd little German car which appeared at the end of the decade, would profoundly change the future of American car buying. Until then, America basked in an era unmatched in automobile production.

Serious consumption was joined by whimsical buying in a move that seemed to counter the harsh realities of nuclear annihilation. Americans wholeheartedly embraced a whole range of fads in the 1950s buying unnecessary objects out of sheer compulsion. Coonskin caps, chlorophyll-infused products, Capri pants, bongos, shrunken heads, hula hoops, flying saucers, Tupperware, and purple people eaters were bought with abandon. For one short period in the mid 1950s anything that was pink was in. Pink refrigerators, pink stoves, pink lipstick, pink dress shirts and pink typewriters. Ads for GE's pink light bulbs boasted that they would flatter complexions and furnishings. Copy for Royal portable typewriters gushed that finally you had choice in the color of your typewriter. The Russian threat would just have to wait until Americans could stock up on pink toilet paper.

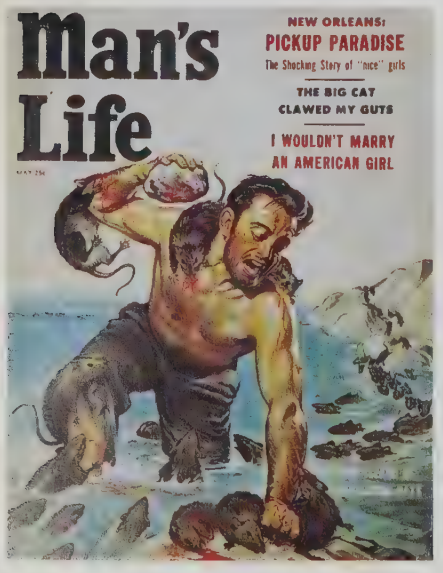


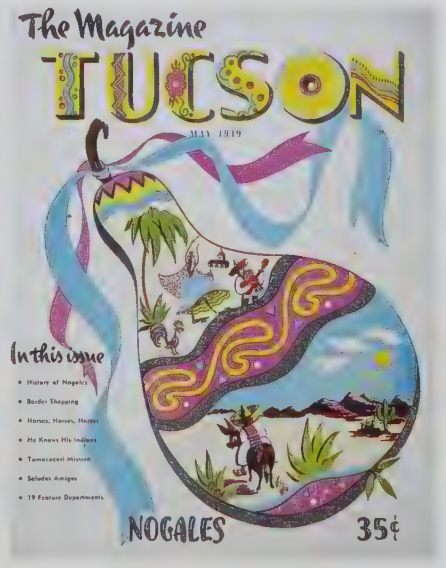


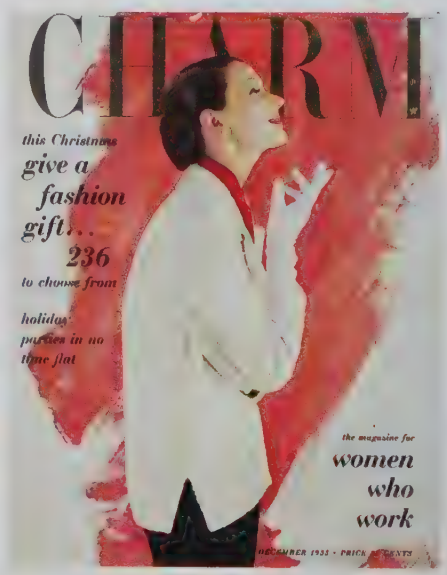
In the 1950s, the public was badgered to consume, and no one wanted to be old fashioned. Replacing the old with the new was considered a good thing. Advertisements reinforced the idea that to be modern was to be hip. In design and architecture, modern usually meant European Modernism. But modern also came to mean that objects were manufactured, not hand made, and most had a planned obsolescence built in. The American public trusted that industry had their best interests in mind and that they were being led to a better future by accepting everything modern. As long as things looked newer, exciting and better, consumption rolled swiftly along.

Television, the new media giant that was a plaything in the 1930s and introduced to the public in the 1940s, had become in the '50s an all-consuming monolith absorbing the attention of every man, woman and child across the country. In just five years, the sale of TV sets climbed from 3.1 million in 1950 to more than 32 million by mid-decade. Game shows, cartoons, variety shows, Westerns, cop shows and an endless variety of sit-at-home entertainment entranced American viewers night after night. Technological advances rapidly increased the size of TV sets and advertisers prompted consumers to go for the 21-inch set that was the price of the 17-inch set. Ads for Crosley televisions emphasized family viewing with "full room vision." Within a few years, this trend was reversed and sets were being downsized for portability. "The personal TV for take it with you use" was how GE advertised the new portable. By 1959, Americans were staring at the "boob tube" for an average of six hours a day, seven days a week. Its across-the-board appeal would directly compete with and disable the motion picture industry. Eventually it also would erode the world of print, signaling the slow decline of American magazine advertising.

Music in the early 1950's was affected by the changing tastes of the post-war period. The slow elimination of the Big Band sound which had dominated the music world for almost two decades was replaced in the charts by a range of tunes that were a mixture of sweet vocals, ballads, a bit of hillbilly/country and mood music. Liberace, dressed in a tuxedo while playing at his candlelit grand piano, exemplified this musical malaise. Making up to a million dollars a year, he catered to these sappy tastes. Just as popular was Mitch Miller, and his *Sing Along with Mitch* albums which sold 1.75 million records in fifteen months. With the jukebox fading and replaced by the potent combination of TV, the portable record player and the compact 45-rpm record, the music scene was ripe for a change. By far the defining moment in this musical hodgepodge was the eruption of rock and roll in the mid 1950s. Led by black artists who defined the roots of rock, it was Elvis Presley who captured the attention of the huge teenage population and changed the direction of American music for generations to come. His first three singles sold over a million copies and he had amassed 120 million in record and merchandising sales by 1960. Elvis as a phenomenon was quickly followed by other teenage idols. Their popularity was boosted by TV programs such as Dick Clark's American Bandstand, the top rated teenage program that could make or break a rising star. The world of rock and roll was largely ignored by print advertisers in mass market magazines. Radio was the primary advertising conduit, though a growing number of teen and fan magazines began to fill the void.

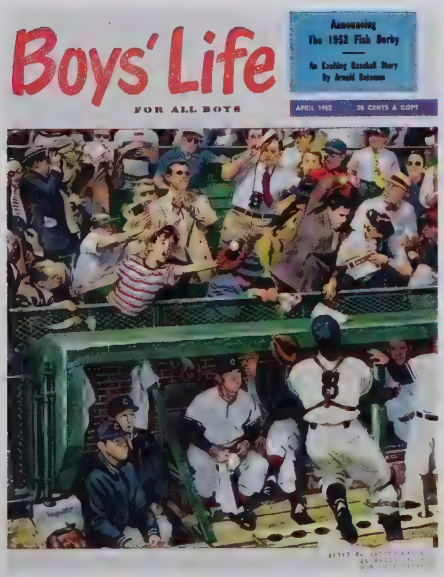






As an antidote to the conformity portrayed on television and the reality of the blandness of suburban living, some Americans would actively challenge the norm by nonconformist behavior. In a prelude to the turbulent sixties individuals such as author Jack Kerouac would personify the anti-social behavior that became the backbone of Beat culture, providing the straight world with the Beat Generation. James Dean became the cinema version of the lonely, alienated and misunderstood youth. Juvenile delinquents were the polar opposite of the squeaky-clean football players and cheerleaders America liked to think were the backbone of the country. Teenagers meanwhile reveled in the symbolic trappings of rebellion in an affront to their parents middle class values. Hot rods and customized cars represented the free expression of car design disengaged from Detroit's assembly line product. Jazz, which had simmered and evolved into an abstract and free form expression, perfectly matched the mood of this underground swell of new hipsters and was an alternative to the cloying pop music of the masses. These undercurrents of social change paralleled the optimistic picture painted in the advertisements of magazines and the mainstream press and anticipated the social upheaval the next decade would bring.

The '50s could be distilled into a world of pink and charcoal gray. The blandness of the man in the gray flannel suit versus the pink pouting lips of sex goddess Marilyn Monroe. The black and white McCarthy hearings and pink poodles advertising liquor. The dull conformity of the suburbs versus the wild bongo rhythms of the beatniks. The unabashed consumerism of the 1950s expressed in the advertisements of the decade reflected the extremes of a modern affluent generation and would lead Americans into the turbulent 1960s rejecting and reflecting on the tidal wave of 1950s consumerism.



Die Fünfziger

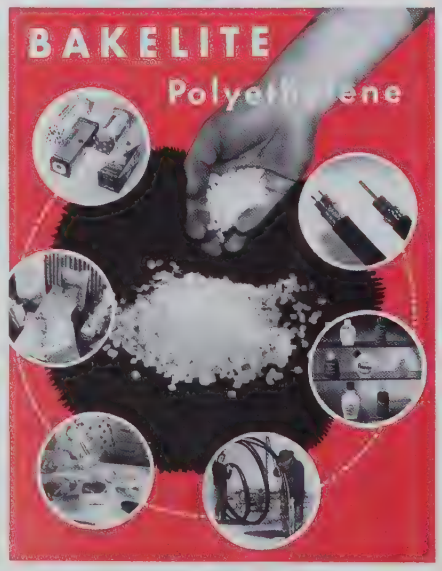
Mit pinkfarbenen Pudeln und Presley ins Atomzeitalter

Von Jim Heimann

Mit der Atombombe wandelte sich alles. Um 1950 akzeptierten die Amerikaner allmählich, dass sich in der Gesellschaft etwas fundamental veränderte. Ungeachtet der Siege im Zweiten Weltkrieg und einer Nachkriegsprosperität, die einen ungeahnten Konsumrausch mit sich brachte, fragten sich viele, was die Zukunft bereithalte. Durch die Explosion einer russischen Atombombe im Spätsommer 1949 bestätigte sich, dass die Vereinigten Staaten nicht länger im Alleinbesitz des stärksten Sprengkörpers der Welt waren. Und auf diese Erkenntnis reagierten die Amerikaner auf unterschiedliche Weise. Manche kauften Geigerzähler, um nach Uranvorkommen zu suchen. Andere schachteten bei sich zu Hause Luftschutzbunker aus, um sich vor einem nuklearen Sprengsatz zu schützen. Doch was auch immer sie taten: Für die meisten Amerikaner signalisierte die Bombe das Ende eines Zeitalters der Unschuld und einer Epoche des Kaufens, Kaufens, Kaufens.

Die frühen Fünfziger erlebten die fortwährende Paranoia, die mit dem Besitz nuklearer Sprengköpfe einherging. In dem Bestreben, den Russen einen Schritt voraus zu bleiben, setzte die US-Regierung ein Wettrüsten in Gang. Wenn die Roten eine Atombombe hatten, so benötigte Amerika eine stärkere. Die daraufhin entwickelte Wasserstoffbombe brachte den USA einen Vorsprung um diesen einen strategischen Schritt. Der Kampf um die nukleare Vormachtstellung mündete in das so genannte Atomzeitalter, das bald im Zuge anderer technischer Neuentwicklungen um weitere Etikettierungen ergänzt wurde. So waren die Werbebotschaften rasch mit Anspielungen auf das Düsenzeitalter und das Weltraumzeitalter gespickt. Eine neue Kategorie von Werbung entstand, die auf den Kalten Krieg abhob. An die Stelle der Panzer und Jeeps aus dem Zweiten Weltkrieg traten Atom-U-Boote und ferngesteuerte Raketen. In diesem Klima versuchte man in der Madison Avenue, nuklearer Bedrohung und Weltuntergangsverheißungen eine positive Wendung zu geben, indem man sich die Atomenergie werbewirksam zu Eigen machte. Jetzt arbeitete das »friedliche Atom« für die Amerikaner. In einer erstaunlichen Werbung ziert einen Atompilz der Spruch: »Auch diese Wolke ist ein Silberstreif am Horizont«. Die Werbeleute bemühten Raumhelme und Raketen, um Frühstücksflocken zu verkaufen. Autodesigner warteten mit übertriebenen Heckflossen auf, um der neuen beschleunigten Geschwindigkeit Ausdruck zu verleihen. Und die amerikanische Öffentlichkeit biss an.

Anders als in früheren Jahrzehnten, in denen aufgrund der Depression oder des Zweiten Weltkriegs Sparsamkeit und Rationierung auf der Tagesordnung standen, erlebten die amerikanischen Verbraucher in den Fünfzigern ein beispielloses Phänomen. Eine Generation, die vor und während der Depression zur Welt gekommen war, war nun in einem Alter, in dem ihre Kaufkraft ein Vermögen ausmachte. In Kombination mit der abnehmenden Zahl derjenigen, die es sich teilen mussten, und der nach dem Zweiten Weltkrieg wieder einsetzenden aggressiven Konsumgüterproduktion der amerikanischen Industrie bereitete dies den Boden dafür, dass die Amerikaner auf absehbare Zeit dem Kaufrausch frönten. Mit einer jährlichen Produktivitätssteigerung von zwei Prozent zwischen 1945 und 1955 kauften die Amerikaner 75 % der Autos und Geräte auf der ganzen Welt. Ungeachtet des Schattens atomarer Auslöschung, der auf dem amerikanische Bewußtsein lastete, bombardierten



Die USA hatten die Welt aus dem Würgegriff der Achsenmächte befreit. Im Bemühen, ein normales Leben zu führen, blickte die amerikanische Bevölkerung nun über ihre Vorkriegstage hinaus und schaute in die Zukunft. Und die sah großartig aus.

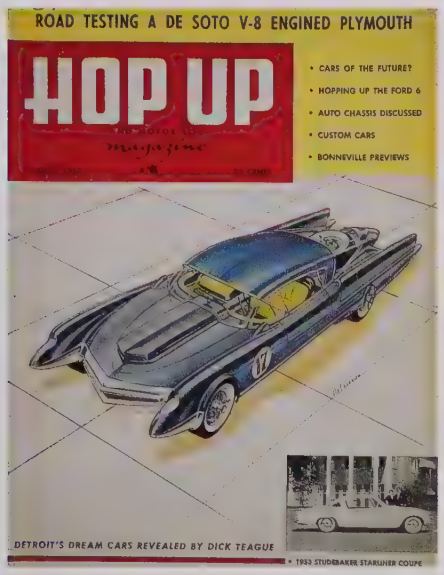
die Werber das Publikum – einen neuen »Massenmarkt« – mit Produkten, die neuer, besser und schneller waren. Und die Amerikaner hatten nach ihrem Empfinden einen Anspruch darauf. Die USA hatten die Welt aus dem Würgegriff der Achsenmächte befreit. Im Bemühen, ein normales Leben zu führen, blickte die amerikanische Bevölkerung nun über ihre Vorkriegstage hinaus und schaute in die Zukunft. Und die sah großartig aus. Zumindest mit Blick auf das Fernsehen, auf Magazine und die Werbung.

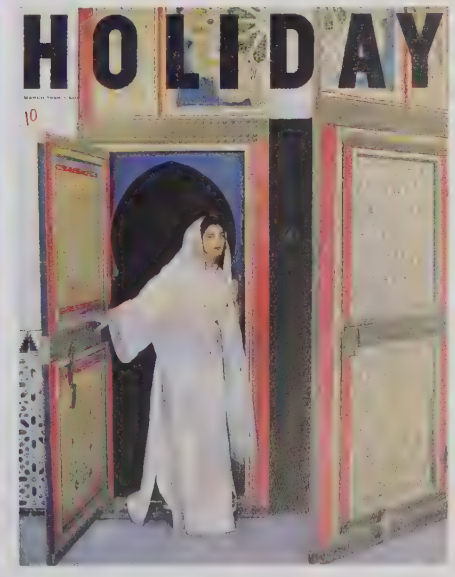
Von den Medien ermuntert, honorierten die Verbraucher den Werbefeldzug und kauften eine nimmer endende Reihe von Produkten. Die Konsumwelle in den Fünfzigern gründete im Immobilienbesitz, den die meisten Amerikaner für ihr angeborenes Recht hielten, sowie im Anstieg des verfügbaren Einkommens. Die von der Nachkriegswohnungsnot verursachte Abwanderung aus den Innenstädten in die Vorstädte war zu Beginn des Jahrzehnts in vollem Schwange: 23,6 Millionen Amerikaner nannten ein Haus ihr Eigen. Um 1960 gab es bereits 32,8 Millionen Hausbesitzer. Endgültig etablierte sich dieser Trend zum Suburbanen mit dem Bau ausufernder Vorstädte wie Levittown, New York, ein ehemaliger Kartoffelacker, auf dem 1951 die Unmenge von 17.447 neu gebauten Häusern stand. Diese ganzen freistehenden Einfamilienheime wollten möbliert und erhalten werden. Binnen zehn Jahren stieg der Verkauf von Garten- und Terrassenmöbeln von 53,6 auf 145,2 Millionen Dollar an, während der Absatz von Waschmaschinen von 1,7 auf 2,6 Millionen Stück hochschnellte.

Nach dem Eigenheim kam im ungebremsten Konsum das Auto dran. Die Einführung der 1955er Modelle im Herbst 1954 löste ein Kauffieber aus. Im Design sollte sich jetzt die zeitgemäße Idee von Geschwindigkeit spiegeln, so dass die neue Autolinie in schnittigem Styling und mit jeder Menge Chrom daherkam. Viel Aufsehen erweckten vor allem die Chevrolets mit ihrer Farbskala und neuen dynamischen Erscheinung. Die Autowerbung winkte mit Luxus und versprach den Käufern ein Stück Zukunft. Eine Reklame für den Ford Lincoln stellte den Käufern die Frage »Warum an Gestern gefesselt bleiben?«, während die für den Buick Roadmaster suggerierte, wo immer man hinfahre, werde einem bei der Ankunft ein roter Teppich ausgerollt. An das Auto knüpfte sich unumgänglich der soziale Status. Zugleich ließ es sich als Ausdruck der Persönlichkeit seines Fahrers betrachten.

Mit Voranschreiten des Jahrzehnts drang das Autodesign an die extremsten Grenzen vor. Die Flossen wurden immer voluminöser, jede nur denkbare Fläche zierte Chrom, und die Länge der Karosserien dehnte sich ins nahezu Unmögliche. Die Werbungen für derlei Ungetüme strahlten ebenfalls etwas Vermessenes aus. Der inzwischen längst von der Bildfläche verschwundene Ford Edsel versprach: »Sie werden wissen, dass du angekommen bist, wenn du in einem Edsel vorfährst« und der Slogan für Pontiac lautete: »Ein kühnes neues Auto für eine kühne neue Generation«. Der Trend zu massiven Limousinen sollte bis in die frühen Sechziger anhalten, als kleinere Importwagen auf dem Markt auftauchten und die Zukunft des Fahrzeugmarktes in Amerika in eine andere Richtung lenkten – darunter auch der sonderbare kleine Käfer aus Deutschland, der zum Ende des Jahrzehnts eingeführt wurde.

Angesichts der reellen Drohung nuklearer Vernichtung setzte man nicht mehr nur auf die sicheren Werte, sondern gab sich auch dem Lustkauf hin. Nach Herzenslust schwelgten die Amerikaner in den Fünfzi-



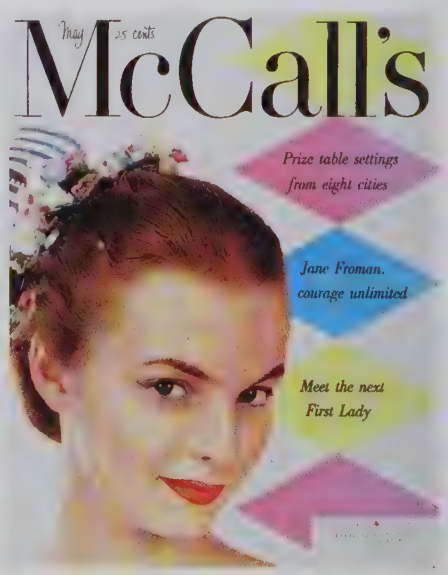


gern in einer ganzen Welt von Gimmicks und kauften schier zwanghaft überflüssiges Zeug. Waschbärkappen, Caprihosen, Bongos, Schrumpfköpfe, Hula-Hoop-Reifen, Fliegende Untertassen und Tupperware fanden reißenden Absatz. Für einen kurzen Zeitraum Mitte der fünfziger Jahre war alles in, was pink war: Kühlschränke, Elektroherde, Lippenstifte, Smokinghemden und Schreibmaschinen. Die Werbung für General Electric's pinkfarbene Glühbirnen behauptete vollmundig, deren Licht schmeichele dem Teint und der Wohnungseinrichtung. Der Text für Royal Reiseschreibmaschinen schwärmte davon, endlich könne man sich die Farbe seiner Schreibmaschine selber aussuchen. Die russische Bedrohung würde einfach warten müssen, bis die Amerikaner ihre Vorräte an pinkfarbenem Toilettenpapier aufgefüllt hätten.

Unter dem allgemeinen Trommeln zum Konsum wollte in den fünfziger Jahren keiner mehr altmodisch sein. Das Alte durch das Neue zu ersetzen, galt als eine gute Sache. Die Werbungen verstärkten die Vorstellung, modern sein bedeute hip sein. In Design und Architektur wurde unter »modern« für gewöhnlich der europäische Modernismus verstanden. Doch jetzt bezeichnete »modern« auch Gegenstände, die fabrikmäßig hergestellt wurden. Die amerikanische Bevölkerung vertraute darauf, dass die Industrie ihr Bestes im Sinn habe und sie in eine bessere Zukunft führen würde, wenn sie nur alles Moderne annähme. Und solange die Dinge neuer und aufregender aussahen, wurde munter weiterkonsumiert.

Das Fernsehen, der neue Medienriese, der in den Dreißigern noch ein Spielzeug gewesen war und in den Vierzigern an die Öffentlichkeit gebracht wurde, war in den Fünfzigern zu einem Monolithen geworden, der die Aufmerksamkeit sämtlicher Männer, Frauen und Kinder im Lande okkupierte. In fünf Jahren kletterte der Verkauf von Fernsehgeräten von 3,1 Millionen auf über 32 Millionen im Jahr 1955. Spieleshows, Zeichentrickfilme, Sketchsendungen, Western, Polizeiserien und ein endloses Allerlei an Pantoffelunterhaltung berieselten Abend für Abend die amerikanische Zuschauerschaft. Technische Fortschritte ließen die Fernsehgeräte rasch größer werden, und die Werber bewogen die Verbraucher, sich zum Preis des 17-Zollers den 21-Zoll-Apparat zuzulegen. Die Werbung für Crosley Fernsehgeräte betonte das Betrachten im Familienkreis bei »raumfüllender Sicht«. Binnen weniger Jahre kehrte sich dieser Trend um, und die Geräte wurden der Tragbarkeit halber verkleinert. »Dein persönliches TV zum Mitnehmen«, bewarb General Electric den neuen Tragbaren. Um 1959 starrten die Amerikaner durchschnittlich sechs Stunden pro Tag in die »Glotze«, und zwar an sieben Tagen die Woche. Der breitenwirksame Reiz des Fernsehens sollte unmittelbar mit der Filmindustrie konkurrieren und diese schließlich aus dem Rennen werfen. Das Fernsehen begann auch das Verlagswesen zu schwächen und den Niedergang der amerikanischen Magazinwerbung einzuläuten.

Auf die Musik der frühen fünfziger Jahre wirkten sich die gewandelten Geschmäcker der Nachkriegszeit aus. Der Big-Band-Sound, der in der Musik fast zwei Jahrzehnte lang den Ton angegeben hatte, verklang allmählich und wich in den Charts einem Strauß bunter Melodien, in dem sich süßlicher Gesang, Balladen, ein bisschen Hillbilly oder Country mit »Stimmungsmusik« mischte. Liberace, im Smoking am kerzenbeleuchteten Flügel spielend, verkörperte diese musikalische Malaise. Bei einem Jahresverdienst



von bis zu einer Million Dollar bediente er schwelgerische Gemüter. Ebenso populär waren Mitch Miller und seine Alben *Sing Along with Mitch*, von denen in 15 Monaten 1,75 Millionen Aufnahmen verkauft wurden. Als die Jukebox gegenüber der wirkungsmächtigen Kombination von Fernseher, tragbarem Plattenspieler und 45er-Scheiben ins Hintertreffen geriet, war die Musikszene reif für eine Veränderung. Am folgenreichsten war natürlich der Ausbruch des Rock and Roll in den Mittfünfzigern. Im Gefolge schwarzer Künstler, die die Wurzeln des Rock gelegt hatten, war es Elvis Presley, der das breite Teenagervolk für sich gewann und der amerikanischen Musik auf Generationen hinaus eine neue Richtung wies. Von seinen ersten drei Singles wurden über eine Million Exemplare abgesetzt, und 1960 hatte er mit dem Verkauf von Schallplatten und Fanartikeln 120 Millionen Dollar eingefahren. Rasch folgten dem Phänomen Elvis weitere Teenageridole. Ihre Popularität wurde von Fernsehprogrammen wie Dick Clarks *American Bandstand* angekurbelt, dem meistgesehenen Teenagerprogramm, das ein aufgehendes Sternchen auch sogleich zum Verglühen bringen konnte. Die Welt des Rock and Roll wurde von den Printwerbern weitgehend ignoriert. Wichtigster Werbekanal war das Radio, wiewohl eine wachsende Zahl von Teen- und Fanmagazinen die Lücke zu füllen begann.

Als Gegengift zur Konformität, die das Fernsehen zeichnete, und zur farblosen Realität des Vorstadtlebens machten sich einige Amerikaner daran, die Norm durch ungebührliches Betragen aktiv herauszufordern. In einem Vorspiel zu den turbulenten Sechzigern verkörperte ein Autor wie Jack Kerouac das antisoziale Verhalten, das zum Leitfaden der Beatkultur wurde. James Dean war die Kinoversion der einsamen, entfremdeten und unverstandenen Jugend. Jugendliche Straftäter bildeten das Gegenmodell zu den adretten Footballspielern und Cheerleadern, in denen Amerika gerne das Rückgrat der Nation sah. Unterdessen hoben die Teenager im Ansturm gegen die Werte ihrer Eltern die symbolischen Zeichen der Rebellion aufs Panier. Heiße Öfen und umfrisierte Autos standen für einen freien Ausdruck des Fahrzeugdesigns, das sich vom Fließbandprodukt aus Detroit emanzipierte. Der Jazz, der sich in einem gehörigen Gärprozess zur abstrakten, freien Ausdrucksform entwickelt hatte, traf genau die Stimmung dieser neuen Hipster und bot eine Alternative zur abgedroschenen Popmusik der Massen. Solche zeitgleich zu dem optimistischen Mainstream vorhandenen Unterströmungen gesellschaftlicher Verhältnisse wiesen auf die sozialen Bewegungen und Unruhen voraus, die das nächste Jahrzehnt verhieß.

In einem Bild von der Lebenswelt der Fünfziger müssten Pink und Mausgrau in Kontrast gesetzt werden. Die Farblosigkeit des Herrn im grauen Flanellanzug gegen den rosaroten Schmollmund der Sexgöttin Marilyn Monroe. Die schwarzweißen McCarthy-Anhörungen gegen den pinkfarbenen Pudel, der für Likör wirbt. Die dumpfe Eintönigkeit der Vorstädte gegen die wilden Bongorhythmen der Beatniks. Der grenzenlose Konsumwahn, der sich in der Werbung dieses Jahrzehnts ausdrückt, spiegelt die Extreme einer modernen wohlhabenden Generation, die die Amerikaner in die turbulenten Sechziger führen sollte, in denen solch ungebremste Konsumbegeisterung zurückgewiesen und kritisch beleuchtet wurde.

Les Années 50

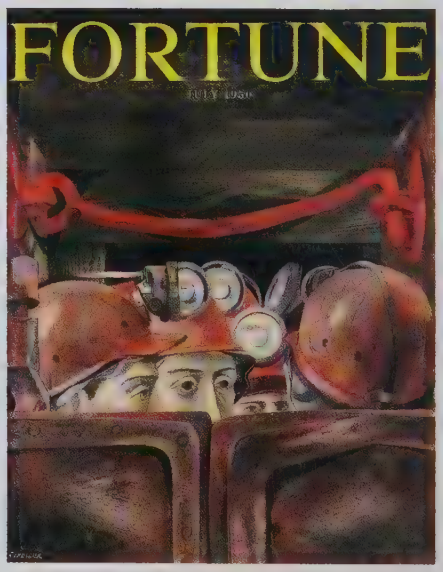
Elvis et petits caniches roses : les Américains entrent dans l'ère atomique

de Jim Heimann

La bombe atomique a tout changé. Vers 1950, les Américains se font lentement à l'idée qu'un changement fondamental se produit dans leur société. Malgré les victoires de la Seconde Guerre mondiale et une prospérité qui entraîne le pays dans un consumérisme sans précédent, le danger atomique pousse nombre d'Américains à s'interroger sur l'avenir. A la fin de l'été 1949, l'explosion d'une bombe atomique russe confirme que les Etats-Unis ne sont plus l'unique détenteur du dispositif nucléaire le plus puissant du monde. Les habitants réagissent de différentes manières. Certains se munissent de compteurs Geiger pour faire de la prospection d'uranium. D'autres se mettent à creuser des abris anti-atomiques au fond de leur jardin. Mais indépendamment de ces actions, pour la plupart des Américains l'arrivée de la bombe annonce la fin de l'innocence et la venue d'une époque où chacun ne pense plus qu'à acheter, acheter, encore acheter.

Le début des années 50 témoigne de cette paranoïa qui monte avec la propagation des ogives nucléaires. Afin de garder l'avantage sur les Russes, le gouvernement américain se lance dans la course aux armements. Si les Rouges possèdent une bombe atomique, l'Amérique doit en avoir une encore plus puissante. Le résultat, c'est la bombe H et une avance stratégique pour les USA. Cette obsession à devenir la première puissance nucléaire donne naissance au terme d'ère atomique, ainsi qu'à d'autres sobriquets accompagnant les avancées technologiques successives. Très vite, les affiches publicitaires s'émaillent de références à l'ère des supersoniques, à celle de l'espace. D'autres s'inspirent de la guerre froide. Les tanks et les Jeeps de la dernière guerre sont remplacés par des sous-marins nucléaires et des missiles téléguidés. C'est dans cette atmosphère que Madison Avenue, pour tenter d'insuffler un tour positif aux prédictions catastrophiques concernant l'atome, s'empare de l'énergie nucléaire et la lance dans la publicité. « L'atome de la paix » travaille dorénavant pour les Américains. Sur une réclame étonnante, un champignon nucléaire est accompagné d'une légende affirmant que « même ce nuage possède un manteau d'argent ». Les annonceurs s'approprient casques d'astronautes et fusées spatiales pour vendre des céréales. Les fabricants de voitures les dotent d'ailerons fuselés qui s'inspirent de cette vitesse fantastique. Le public américain est aux anges.

Contrairement aux décennies précédentes, où la Crise de 29 puis la Seconde Guerre mondiale avaient imposé frugalité et rationnement, les consommateurs des années 50 vivent un phénomène sans précédent. Une génération née avant et pendant la Crise a atteint l'âge où son pouvoir d'achat la place en position de richesse. Ce phénomène, le fait qu'un nombre moindre d'individus y participe, et l'extraordinaire reprise économique de l'industrie américaine après la guerre, incitent les Américains à dépenser sans compter. Avec un taux de productivité de deux pour cent par an, entre 1945 et 1955, ils achètent 75% des voitures et des appareils fabriqués sur la terre. Ignorant l'inquiétude nucléaire qui plane, les annonceurs continuent d'inonder le public, nouveau « marché de grande distribution », de produits toujours plus nouveaux, plus pratiques et plus rapides. Et les Américains pensent qu'ils l'ont bien mérité. Les Etats-Unis avaient sauvé le monde du déluge de feu et de cendres. S'efforçant de reprendre une vie normale, la population américaine voulait oublier la guerre et regardait à pré-



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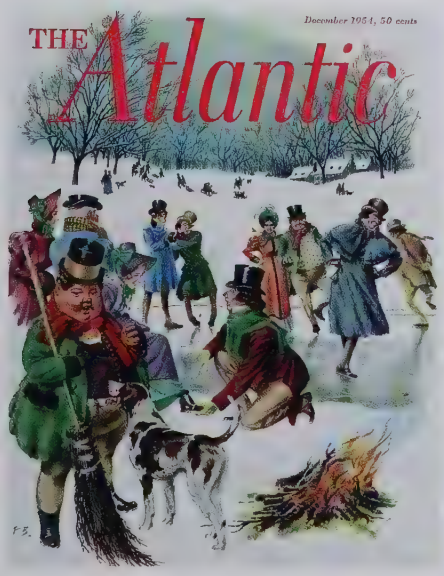
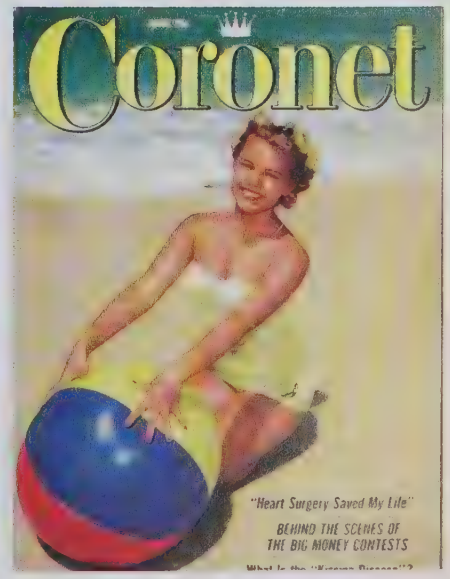
Du moins vu à travers le regard de la télévision, des magazines et de la publicité. Encouragés par les médias, les consommateurs obéissent à ces attaques publicitaires et achètent tout ce qui leur est incessamment proposé. Devenir propriétaire, ce que la plupart des Américains considèrent comme un droit, et jouir de revenus disponibles, tels sont les principaux axes de la consommation des années 50. Conséquence du manque de logements après la guerre, s'éloigner de la ville en direction de la banlieue s'inscrit alors comme réalité sociale et 23,6 millions d'Américains deviennent propriétaires de leur domicile. En 1960, ils sont 32,8 millions. Cette migration entraîne la construction de banlieues interminables telles que Levittown, New York, ancien champ de pommes de terre, qui en 1951, se couvre de 17 447 maisons. Tous ces pavillons individuels, il faut les meubler et les maintenir en bon état. Dans les dix ans qui suivent, la vente de meubles de jardin et de véranda passe de 53,6 à 145,2 millions de dollars. Celle des machines à laver automatiques double presque, passant de 1,7 à 2,6 millions.

Après l'acquisition du logement, l'automobile occupe la deuxième place dans cette consommation constante des Américains. La mise en vente des modèles 1955, à l'automne 1954, provoque une véritable frénésie. Redessinées pour refléter le désir de vitesse de l'époque, ces voitures arborent des lignes fuselées et se parent de chromes. Les Chevrolet suscitent un intérêt particulier par leur gamme de couleurs et leur allure dynamique. Pour la commercialisation, on parle aux acheteurs de luxe et d'avenir. Une publicité pour la Ford Lincoln leur pose la question : « Pourquoi rester attaché au passé ? », tandis que celle de la Buick Roadmaster vous assure que, où que vous alliez, on déroulera le tapis rouge, rien que pour vous. Impossible d'éviter la relation entre automobile et statut social. La voiture reflète le niveau économique et financier de son propriétaire. Elle est sans doute aussi l'écho de sa personnalité.

A mesure que la décennie avance, toutes les possibilités du design sont explorées. Les ailerons se gonflent, le chrome vient souligner presque chaque surface et la taille des voitures atteint des longueurs à la limite du possible. La publicité qui accompagne ces mastodontes n'est pas sans prétention. La malheureuse Ford Edsel proclame : « Ils sauront que c'est vous, quand vous arriverez dans votre Edsel ». La Buick Limited s'affirme « la voiture conçue et créée pour changer vos idées en matière de luxe ». La Pontiac enfin se déclare « une voiture intrépide pour une génération qui l'est tout autant ». Ce goût pour la voiture massive va se perpétuer jusqu'au début des années soixante, où l'importation de modèles compacts comme la Volkswagen, petite allemande apparue à la fin de la décennie, viendra profondément changer les perspectives des acheteurs américains. Jusque-là, en ce qui concerne la production automobile, l'Amérique profite d'un succès inégalé.

Cette consommation sérieuse s'accompagne d'un goût pour les achats de fantaisie, sans doute en réponse à l'angoisse d'une catastrophe nucléaire. Dans les années 50, les Américains s'adonnent à toute une série d'engouements qui les poussent irrépressiblement à acheter des choses parfaitement inutiles. Ils dépensent sans compter pour des casquettes en peau de raton-laveur, des produits à la chlorophylle, des pantalons Toréadors, des bon-



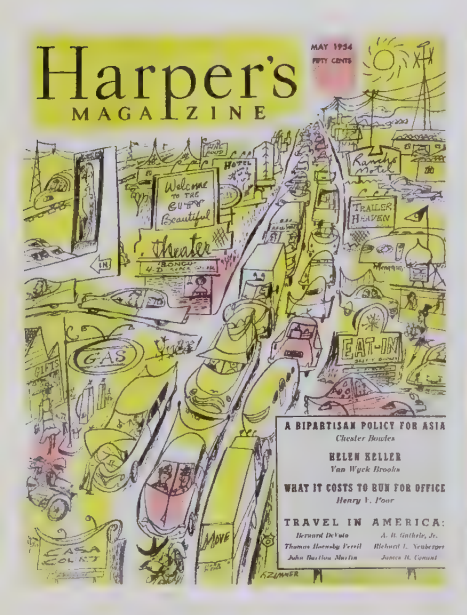


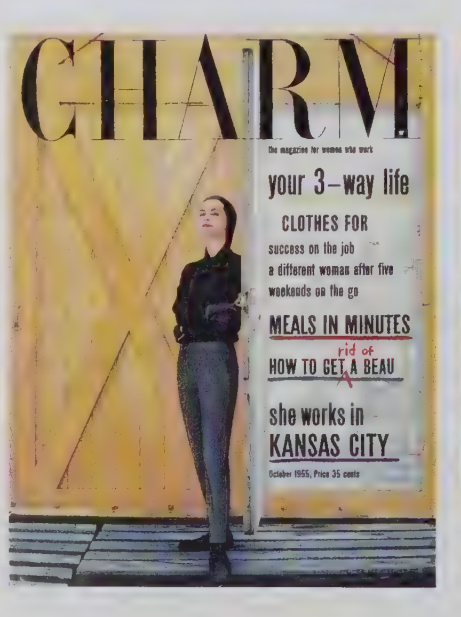
gos, des têtes Jivaros, des hula-hoops, des soucoupes volantes, des Tupperware, et autres mangeurs de têtes. Vers 1955, pendant une courte période, tout ce qui est rose est à la mode. Réfrigérateurs roses, fourneaux roses, rouges à lèvres roses, chemises roses et machines à écrire roses. Des publicités soutiennent que les ampoules roses de la General Electric mettent en valeur le teint et l'ameublement. Celles pour les machines à écrire portatives Royal stipulent que le choix de la couleur vous revient. La menace russe devra attendre que les Américains aient le temps de stocker leur papier toilette rose.

Dans ces années ivres de consommation, personne n'oserait se laisser dépasser par la mode. Il faut à tout prix remplacer le vieux par le neuf. La publicité renforce l'idée qu'être moderne, c'est être à la page. En matière de design et d'architecture, il n'est de Modernisme qu'européen. Mais ne sont modernes que les objets manufacturés, et non fabriqués à la main, dont la plupart sont conçus avec une obsolescence calculée. Le public américain est persuadé que la production industrielle est animée des meilleures intentions, comme de leur ouvrir la voie vers un monde meilleur, à condition d'accepter tout ce qui est moderne. Aussi longtemps que les choses semblent nouvelles, étonnantes et meilleures, la consommation a le vent en poupe.

La télévision, media gigantesque, gadget des années 30 introduit au public dans les années 40, devient au cours des années cinquante un monolithe qui absorbe l'attention de tous, hommes, femmes et enfants, d'un bout à l'autre du pays. En cinq ans, la vente des postes passe de 3,1 millions en 1950 à plus de 32 millions vers 1955. Jeux télévisés, dessins animés, variétés, westerns, films policiers, toute une gamme de divertissements à consommer chez soi captive chaque soir l'attention d'innombrables spectateurs. Très vite, le progrès technologique agrandit la taille des écrans et les annonceurs incitent les consommateurs à acquérir un 55 cm pour le prix d'un 44 cm. Pour les télévisions Crosley, la publicité insiste sur la vie de famille avec « un écran visible de toute la pièce ». Quelques années plus tard, cette tendance s'inverse au profit de la TV petit format, donc transportable. « Une TV personnelle, pour votre seul usage », propose la General Electric. Vers 1959, les Américains regardent « la télé » en moyenne six heures par jour, sept jours par semaine. Cette attirance sans limite est une concurrence directe pour l'industrie cinématographique qu'elle met en difficulté. De plus, elle représente un danger pour la presse écrite, et l'on note un certain déclin de la publicité dans les magazines.

La musique aussi, au début des années 50, connaît une évolution dans les goûts. Les grands orchestres qui avaient régné sur le monde de la musique pendant presque deux décennies sont lentement éliminés par toutes sortes de compositions mêlant douces mélodies, ballades, hillbilly/country et « musique d'ambiance ». Liberace, en smoking, jouant sur son piano à queue éclairé d'une bougie, illustre bien ce malaise musical. Gagnant jusqu'à un million de dollars par an, il satisfait ce goût de niaiseries. Mitch Miller est tout aussi populaire et ses albums Sing Along with Mitch (Chantez avec Mitch) se vendent à 1,75 millions d'exemplaires en quinze mois. Le juke-box perd du terrain. Il est remplacé par la combinaison TV, tourne-disque portatif et disque compact 45 tours. Ainsi paré, le monde de la musique est prêt au changement. A l'évi-

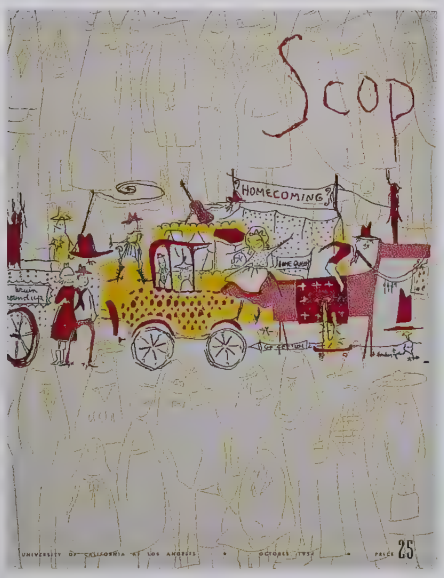


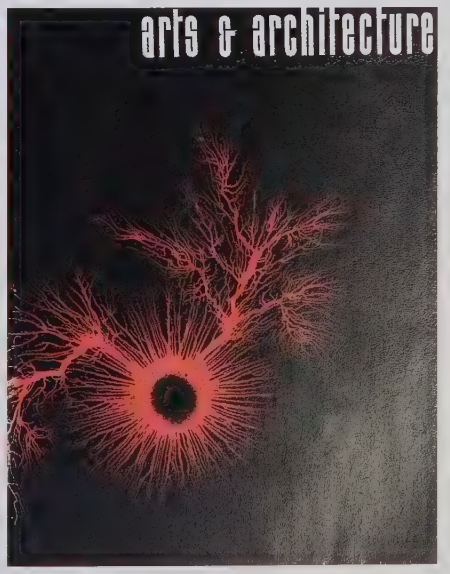


dence, dans tout ce fatras, le moment décisif est l'irruption du rock vers le milieu des années 50. Précédé par les artistes noirs qui en définissent les racines, c'est Elvis Presley qui séduit une énorme masse d'adolescents et donne une nouvelle orientation à la musique américaine pour des générations à venir. Ses trois premiers singles se vendent à plus d'un million d'exemplaires. En 1960, il a amassé 120 millions de dollars en vente de disques et de produits dérivés. Le phénomène qu'il représente est rapidement suivi par d'autres idoles des jeunes. Leur popularité est amplifiée par des programmes télévisés comme l'American Bandstand de Dick Clark, le programme pour jeunes le plus regardé, capable de fabriquer ou de briser une carrière. Dans la presse écrite grand public, le monde du rock est largement ignoré par les annonceurs. La radio est le principal canal publicitaire, même si un nombre croissant de magazines destinés aux jeunes et aux fans commence à occuper l'espace.

En guise d'antidote au conformisme tel qu'il apparaît à la télévision et à la réalité terne de la banlieue, certains Américains cherchent à défier la norme et adoptent un comportement anticonformiste. En prélude aux turbulentes années 60, des gens comme l'écrivain Jack Kerouac représentent déjà le comportement antisocial qui va s'inscrire au centre de la culture Beat, et choquer la petite bourgeoisie. James Dean incarne la version cinématographique de la jeunesse qui se sent isolée, aliénée et incomprise. Les délinquants sont à l'opposé des joueurs de foot et des cheerleaders propres sur eux que les Américains aiment à considérer comme les représentants typiques de leur pays. Pendant ce temps, les adolescents affichent avec délectation les signes extérieurs de la rébellion et s'opposent aux valeurs petites-bourgeoises de leurs parents. Les moteurs gonflés et les voitures personnalisées manifestent une grande liberté par rapport à ce qui se pratique à Detroit, sur les chaînes de montage. Le jazz, qui a longtemps couvé avant de se transformer en une expression libre et abstraite, rassemble parfaitement les tendances underground de ces nouveaux jeunes à la coule et propose une alternative à la fade musique pop des masses. Ces courants sous-jacents se développent parallèlement à l'image optimiste renvoyée par la publicité des magazines et de la presse grand public. Ils sont les signes avant-coureurs de la dégradation et du bouleversement social qui vont marquer la décennie suivante.

Les années 50s pourraient se distiller en un monde rose et gris charbon. L'inconsistance de l'homme en costume flanelle gris opposée aux lèvres sensuelles du sex-symbol Marilyn Monroe. Les auditions en noir et blanc des procès maccarthistes, face aux caniches roses vantant des boissons alcoolisées. Le triste conformisme des banlieues opposé aux rythmes endiablés du bongo sous les doigts des Beatniks. Le consumérisme sans vergogne des années 50 qui s'exprime dans la publicité reflète les extrêmes de cette génération de l'abondance qui, pendant les années 60, allaient amener les Américains à rejeter et à repenser cette marée de consumérisme qui avait submergé les années 50.





Nationally famous for good taste

On the quiet California desert before a flickering campfire, in historic restaurants of New Orleans, in homes across the nation, extra-dry Goebel Beer is enjoyed by those who want beer that is *first* in flavor, *first* in quality.

GOEBEL BEER

it's Mello-ized

BREWSTER

In export bottles and cans, quarts, and famous Bantam bottles and cans.

Hamm's Beer, 1955

Hamm's Beer, 1959 ◄◄ Goebel Beer, 1951 ◄ Miller Beer, 1953

Between Rounds...

...treat your friends to a round of smooth, sociable, satisfying Pabst Blue Ribbon. Each foam-capped glass opens up a whole new world of beer enjoyment for you . . . gives you a refreshed feeling you've never known before with any beer. Discover Pabst Blue Ribbon soon! Find out what you've been missing!

Try this...for one week...make Pabst Blue Ribbon your beer. When you find out how much you've been missing—your one week's trial of Pabst Blue Ribbon will stretch into a lifetime of beer enjoyment.

DRINK PABST BLUE RIBBON . . . *taste that smoother, smoother flavor!*

FOLLOW PABST BLUE RIBBON BOXING BOUTS . . . EVERY WEDNESDAY NIGHT ON TELEVISION . . . CBS NETWORK. Copr. 1953, Pabst Brewing Company, Milwaukee, Wis. Trade Mark Reg. U. S. Pat. Off.

Pabst Blue Ribbon Beer, 1953

Pabst
Blue Ribbon
Pabst
Blue Ribbon

"Blatz is Milwaukee's Finest Beer...

It's Milwaukee's favorite beer. I'm from Milwaukee, I ought to know!"

says Liberace

Famed Milwaukee-born piano virtuoso

Columbia recording artist

● "Milwaukee is my home town," says Liberace, shown here with his valuable collection of one-of-a-kind piano miniatures. "Many people I meet on tour are surprised to learn that Blatz, in Milwaukee, outsells every other brand by a wide margin!"

● "Blatz tastes so good it's Milwaukee's favorite beer. That's quite a testimonial coming from the people living right in the beer capital of America. Make your next glass of beer *Blatz*. You'll find it everywhere. It'll be *your* favorite, too."

Today, taste Blatz **Milwaukee's finest beer!**

© 1952, Blatz Brewing Co., Est. 1851 in Milwaukee, Wis.

Pabst Blue Ribbon Beer, 1950 ◄ *Blatz Beer, 1952*

Budweiser Beer, 1950

Barley and Malt Industry, 1959

Country Club Malt Liquor, 1955

National Bohemian Beer, 1957

▶ Ballentine Beer, 1957

BALLANTINE'S
XXX
ALE

NNE

"Amateur Magician," by John Gannam. Number 6 in the series "Home Life in America."

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindliness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.

AMERICA'S BEVERAGE OF MODERATION
United States Brewers Foundation . . . Chartered 1862

United States Brewers Foundation, 1950

Sketched by Bouché at the West Side Tennis Club

Court Favorite: Gin-and-Tonic with Schweppes

COMMANDER EDWARD WHITEHEAD — Schweppes' bearded ambassador to the United States — has just conducted an interesting experiment at Forest Hills. He tried to find somebody who had never tasted a gin-and-tonic made with Schweppes. He found one, too— a confirmed addict of elderberry wine. She wouldn't try a gin-and-tonic, even when the Commander explained to her that it is *the coolest drink in the world.*

Why so cool? For two reasons. Gin-and-Tonic is served deliciously *iced* and, more important, Schweppes gives Gin-and-Tonic its cool *taste.* Thanks to Schweppes, a wonderfully fresh sensation strikes the palate and soothes the fevered brow.

You'll find Gin-and-Tonic so easy to make. Just mix ice and gin with Schweppes in a highball glass. Stir—affectionately—and there you are!

You don't have to dip into capital to be a Schweppesman nowadays, because Schweppes is being bottled in these United States. You can now get Schweppes in handy six-bottle cartons at your grocer's *for about the same price as domestic mixers!*

Schweppes, 1953

"Cooling Off In The Country," by Douglas Crockwell. Number 81 in the series "Home Life in America."

Beer belongs...enjoy it

At mealtime, too!

In this home-loving land of ours . . . in this America of kindliness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.

AMERICA'S BEVERAGE OF MODERATION
The United States Brewers Foundation . . . Chartered 1862

Barley & Malt Institute, 1959 ◀ *United States Brewers Foundation, 1950*

"Home from Hunting," by Douglas Crockwell. Number 48 in the series "Home Life in America."

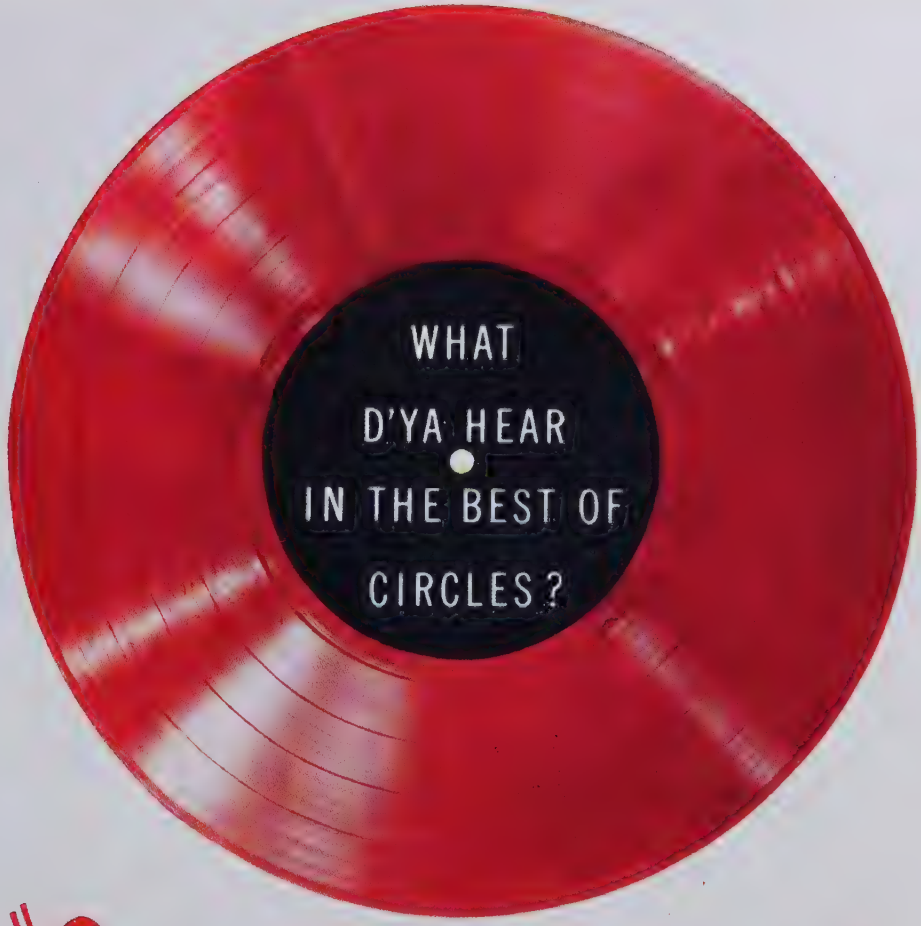
Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindliness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.

AMERICA'S BEVERAGE OF MODERATION
United States Brewers Foundation . . . Chartered 1862

United States Brewers Foundation, 1950



"Schaefer all around!"

Good music. Good friends. Schaefer.

Here's a beer with cello-mellow flavor...

never sharp, never flat, a smooth **round** taste.

That's why folks call it — REAL BEER!

he F. & M. Schaefer Brewing Co., New York and Albany, N.Y.

Schaefer Beer

▶ *Owens-Illinois Glass Bottles, 1957*

NO DEPOSIT ★ N

"My beer is Rheingold – the Dry beer!"

says MADELYN DARROW
MISS RHEINGOLD 1958

MISS RHEINGOLD PHOTOGRAPHED WITH BMW ISETTA "300" BY PAUL HESSE - COSTUME BY BERNARD NEWMAN OF BERGDORF GOODMAN

It's beer as beer should taste!

Always refreshing – never filling

Seasons change, but never Rheingold Extra Dry. For Rheingold's *real-beer* taste never changes. Every glass of Rheingold is always the same. The same refreshing dryness, never sweet, never bitter, makes Rheingold New York's largest-selling beer – year after year.

Rheingold Beer, 1958

So Light, So Refreshing

Once more, America has paid its highest tribute to the matchless quality of Schlitz Beer. During the past year, Schlitz again led all the nation's breweries in sales. Throughout the world, people enjoyed more bottles and cans of Schlitz — *millions more* — than any other beer, at *any* price.

© 1956 - Jos. Schlitz Brewing Company, Milwaukee, Wis., Brooklyn, N. Y., Los Angeles, Calif.

Schlitz Beer, 1956

Your thirst can "feel" the difference!

No harsh bitterness! Your taste can actually "feel" the difference between Schlitz and any other beer. A soothing, cooling, refreshing difference you can really feel as well as taste. What a wonderful feeling! No other beer refreshes like Schlitz.

In the Schlitz original HALF-QUART can (packed 24 to the case), also in the convenient 6-pak with the handy handle that makes it so easy to carry.

If you like beer you'll love Schlitz

The Beer that Made Milwaukee Famous

©1955—Jos. Schlitz Brewing Company, Milwaukee, Wis., Brooklyn, N. Y., Los Angeles, Cal

Schlitz Beer, 1953

Miller Beer, 1957

Schlitz Beer, 1951

Schlitz Beer, 1952

Schlitz Beer, 1951

Schlitz Beer, 1950 ▶ Schlitz Beer, 1951 ▶▶ Budweiser Beer, 1956

Schlitz
ANNUAL COMPANY PICNIC
he Beer that made Milwaukee Famous
He just can't lose!
There's something very magnetic about the prospect of cold Schlitz Beer on a hot summer day.
That "something" is the special taste of Schlitz—the taste no other beer can match. It's a very good reason why so many, many people prefer Schlitz that it's . . .
The Largest-selling Beer in America
See "Schlitz Film Firsts" for recent movies, first time on television, Fridays.
© 1951, JOS. SCHLITZ BREWING CO. MILWAUKEE WIS.

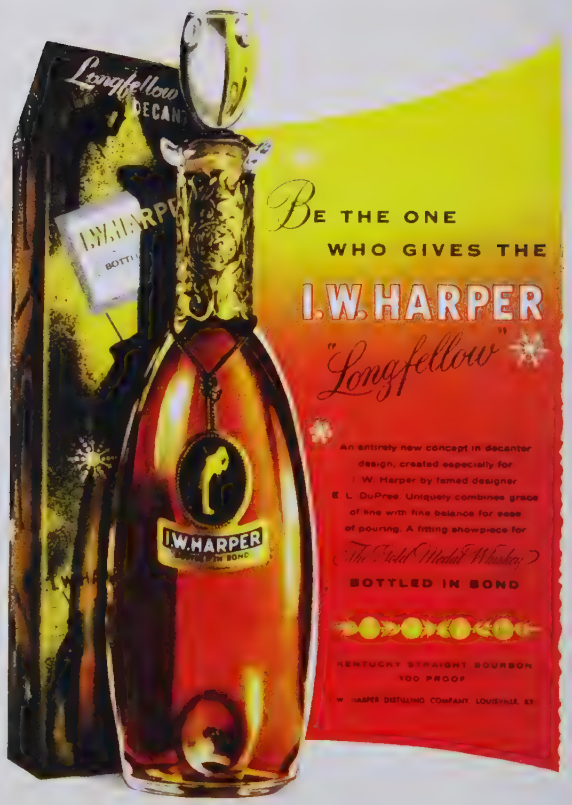
GENUINE
Budweiser
AB

Asti Wine, 1952

▶ *Creme de Menthe, 1957*

CANADA DRY
AMERICA'S FINEST
CANADA DRY
AMERICA'S FINEST
CREME DE
MENTHE
Produced and Bottled by
CANADA DRY DISTILLERS, INC.
HUDSON, N.Y.

Great Western Wine, 1955



I. W. Harper Bourbon, 1955

John Jameson Irish Whiskey, 1955

Jose Cuervo Tequila, 1959

► Courvoisier Cognac, 1952

COURVOISIER

COGNAC

*The Brandy of Napoleon

Napoleon chose Courvoisier — and down through history Courvoisier has been the choice of those who could command the finest. It is the traditionally correct cognac — unchanging in quality—matchless in flavour and aroma.

84 PROOF

* Courvoisier Cognac—and Courvoisier only—bears this registered phrase on every bottle. Reg. U. S. Pat. Off.

Imported by W. A. TAYLOR & COMPANY, New York, N. Y. • Sole Distributors for the U. S. A.

PIPER-HEIDSIECK
PIPER BRUT
1952
CHAMPAGNE
PIPER BRUT
PIPER-HEIDSIECK
Ancienne Maison HEIDSIECK fondée en 1785
KUNKELMANN & C° Successeurs
REIMS, FRANCE.
PRODUCE OF FRANCE ALCOHOLIC STRENGTH BY VOLUME 12 PER CENT
CONTENTS 1 QUART, 1 PINT & 4 FLUID OUNCES
BLUE CHIPS

Moet Champagne, 1952

Sidewalk cafe at night, Montmartre, Paris, by Vincent Van Gogh
Reproduction courtesy New York Graphic Society

a great Champagne from France for over One hundred years

Since its founding in 1849, the great French house of Pol Roger has given the world many a famous vintage. Current offerings are noble vintages that have developed beautifully and are very, very dry

POL ROGER

Imported by W. A. Taylor & Company, New York, N. Y.
Sole Distributors for the U. S. A.

Pol Roger Champagne, 1957

Piper-Heidsieck Champagne, 1958 ◀ Mumms Champagne, 1955

Thrill to the most exciting Champagne on the face of the earth . . . glorious New York State Great Western Champagne. A blessed blend of the world's most exquisite grapes and the infinite patience of man, this is America's most popular Champagne. And the price of this extravagance is the nicest surprise. Choose from Sparkling Burgundy, Extra Dry, Brut or Pink Champagne. *For new Champagne Party booklet write: Dept G-12, Great Western Producers, Inc., Hammondsport, New York. 100 years old in 1960.*

Great Western Champagne, 1958

▶ Calvert Whiskey, 1950

Challenges Comparison
Calvert
RESERVE
Blended Whiskey

KING
BLENDED WHISKEY
BOYERS
ENJOY THE
KING
OF BLENDS
ASK FOR
KING
IT'S REALLY LIGHT
MAKES YOUR DRINKS REALLY SMOOTH AND MILD

A FINER BLEND FROM OLD KENTUCKY

WED·IN·THE·WOOD is a time-honored Glenmore method. It means that after blending, instead of being bottled immediately, Old Thompson is put back into charred oaken barrels to assure uniform high quality. This method costs us more, but it's worth it because of the distinctive flavor it gives to Old Thompson.

King Blended Whiskey, 1952 ◀ *Old Thompson Whiskey, 1950* ▶ *Charter Oak Bourbon, 1950*

Best in Bourbon
Bottled in Bond
Charter Oak
Made Grander by the Years Gone by
Charter Oak
STRAIGHT BOURBON WHISKY
BOTTLED IN BOND
Charter Oak
STRAIGHT BOURBON WHISKY
100 PROOF
Distilled & Bottled by
Continental Distilling Corporation, Phila. Pa.
MADE GRANDER BY THE YEARS GONE BY

Wolfschmidt has the secret of Christmas cheer

It's in this brilliantly styled Cocktail Pitcher brimming with wonderful Wolfschmidt Vodka. The secret, of course, is our exclusive refining process that makes Wolfschmidt cleaner, clearer—a happy companion to almost anything liquid. And this gay sparkling Wolfschmidt Cocktail Pitcher carries its usefulness to every season. It comes beautifully gift wrapped at no extra cost. An exciting gift for personal and business friends . . . for their Christmas stockings . . . or stocking for the New Year. Jolly thought: why not a case? Merry Wolfschmidt!

GENERAL WINE & SPIRITS CO., N. Y. 22, N. Y. • MADE FROM GRAIN, 100 OR 80 PROOF. PRODUCT OF U. S. A.

Wolfschmidt Vodka, 1958

▶ *Seagram's Gin, 1957* ▶▶ *Black & White Scotch Whiskey, 1950*

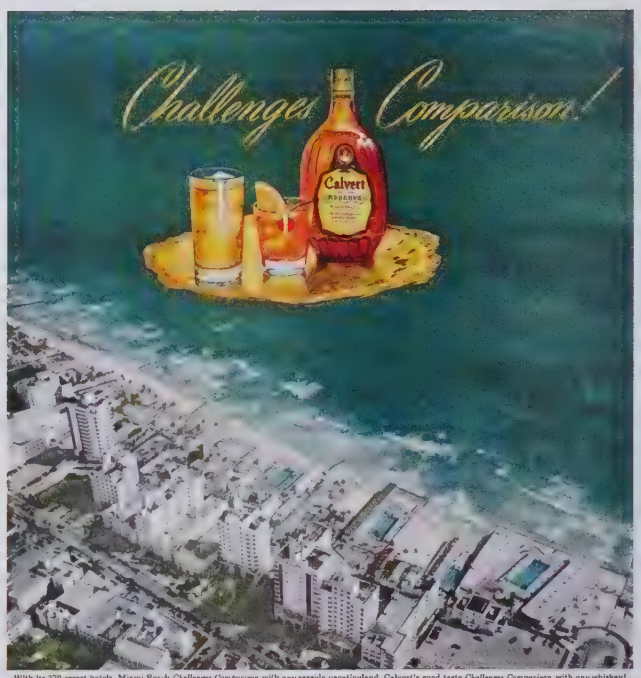
WONDERFULLY...
your gin drinks COME TO LIFE
with Seagram's, "the gin with the golden touch"
Seagram's
Golden Gin
Seagram's
ANCIENT BOTTLE
Golden
DISTILLED DRY
Gin
EXTRA DRY
DISTILLED AND BOTTLED BY
Joseph E. Seagram & Sons, Inc.
LAWRENCEBURG, INDIANA
DISTILLED FROM AMERICAN GRAIN
90 PROOF

D SCOTCH W
BLACK
&
WHITE
AMES BUCHANAN
GLASGOW, SCOT
BY APPOINTMENT
TO HM THE KING
PRODUCT OF SCOTLAND
"BLACK & WHITE"
BLENDED SCOTCH WHISKY
100% SCOTCH WHISKIES
BLENDED & BOTTLED BY
SCOTCH WHISKY DISTILLERS, GLASGOW, SCOTLAND
SOLE DISTRIBUTORS FOR U.S.A.
THE FLEISCHMANN DISTILLING CORPORATION
NEW YORK, N.Y.

For men among men, Hiram Walker makes a whiskey among whiskies—Imperial

Man, this is whiskey!

Imperial Whiskey, 1956



With its 370 resort hotels, Miami Beach *Challenges Comparison* with *any* seaside vacationland. Calvert's good taste *Challenges Comparison* with *any* whiskey!

BUY IT! TRY IT! COMPARE IT!

Ask a friend or favorite barman to pour about ¼ ounce of Calvert. He serve into one glass and the same amount of your present brand into another glass—*without telling you which is which.*

BE YOUR OWN WHISKEY EXPERT!

Sniff one brand for grains. Taste it *critically.* Swallow slowly to judge its freedom from harshness. Then judge the other brand in the same way, and pick the one that *really* tastes best.

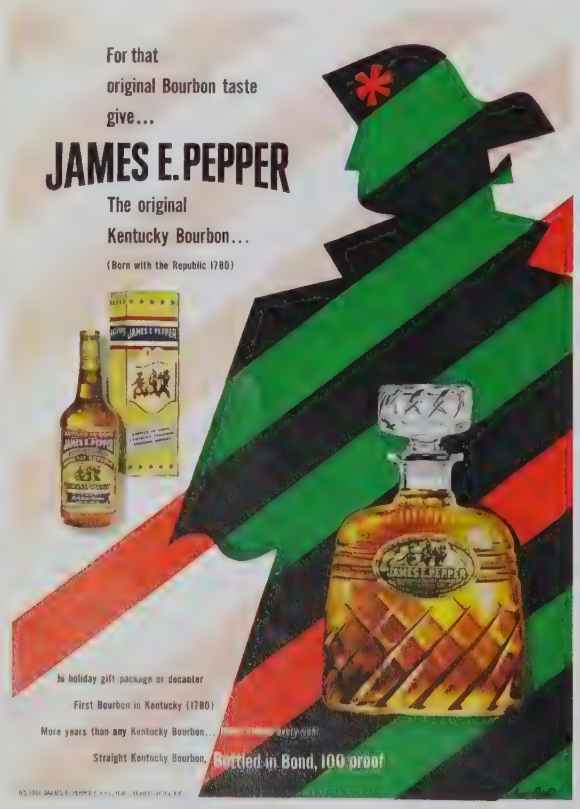
Your own good taste will tell you

It's Smart to Switch to

Calvert Reserve

CALVERT RESERVE BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., NEW YORK CITY

Calvert Reserve Whiskey, 1951



James E. Pepper Bourbon, 1951

For People of Inherent Good Taste

His gracious manner and respected presence tell you—here is a man of inherent good taste. And *he* will tell you that such taste responds to the two great whiskies shown here with a warmth no others awaken. Kentucky Tavern, a classic native sour mash Bourbon made to the same family formula for three generations; and King's Ransom, known round the world for the vigor of its hearty Scotch character.

Each is a proud offering of the House of Glenmore, where perfection of product is tradition. We commend them to you, confident that you, too, will find in each the ultimate fulfillment of that tradition.

For Your Considered Selection

KENTUCKY TAVERN—Kentucky Straight Sour Mash Bourbon, Bottled-in-Bond, 100 Proof

KING'S RANSOM—Famed "Round the World" Blended Scotch Whisky—94 Proof—Imported solely by Glenmore Distilleries

Glenmore Distillers

▶ *Heublein Cocktails, 1957*

ard G. Robinson never gets tough with his guests

No considerate host disregards the preference of his guests. If a man wants a Dry Martini, don't force something else on him. Serve Martinis—Martinis you can be proud of—Heublein's. They're made of choicest liquors, perfectly proportioned, expertly mixed.

Uniformly excellent, first to last. You can pour Martinis on-the-rocks right from the Heublein bottle (easy as whiskey) because they're full strength. Or stir with ice and serve in traditional cocktail glasses. Cheers! G. F. HEUBLEIN & BRO., HARTFORD, CONN.

EXTRA DRY MARTINIS, 75 PROOF • MANHATTANS, 65 PROOF • VODKA MARTINIS, 70 PROOF

DAIQUIRIS, 60 PROOF • OLD FASHIONEDS, 70 PROOF • AND 5 OTHER POPULAR KINDS.

HEUBLEIN COCKTAILS

FULL-STRENGTH • READY-TO-SERVE

REFLECTION . . . of PERFECTION

Seagram's 7 Crown

Smirnoff Vodka, 1958

Smirnoff Vodka, 1957

Seagram's 7 Crown, 1950 ◀ *Old Fitzgerald Bourbon Whiskey, 1955*

Old Forester Bourbon, 1955

for more pure pleasure_have a

Camel

No other cigarette tastes so rich, yet smokes so mild!

YOU BET I'D WALK A MILE FOR A CAMEL!

You'll get more pure pleasure out of Camels!

Try Camels, the best-liked cigarette of all. You'll see why Camels give more pleasure—to more smokers today—than any other brand.

Only CAMELS taste so rich... yet smoke so mild!

Camel Cigarettes, 1956 ◄ *Camel Cigarettes, 1956*

NOSE, THROAT,

and Accessory Organs not Adversely Affected by Smoking Chesterfields

FIRST SUCH REPORT EVER PUBLISHED ABOUT ANY CIGARETTE

A responsible consulting organization has reported the results of a continuing study by a competent medical specialist and his staff on the effects of smoking Chesterfield cigarettes.

A group of people from various walks of life was organized to smoke only Chesterfields. For six months this group of men and women smoked their normal amount of Chesterfields – 10 to 40 a day. 45% of the group have smoked Chesterfields continually from one to thirty years for an average of 10 years each.

At the beginning and at the end of the six-months period each smoker was given a thorough examination, including X-ray pictures, by the medical specialist and his assistants. The examination covered the sinuses as well as the nose, ears and throat.

The medical specialist, after a thorough examination of every member of the group, stated: "It is my opinion that the ears, nose, throat and accessory organs of all participating subjects examined by me were not adversely affected in the six-months period by smoking the cigarettes provided."

ASK YOUR DEALER FOR CHESTERFIELD— EITHER WAY YOU LIKE 'EM

★ CONTAINS TOBACCOS OF BETTER QUALITY & HIGHER PRICE THAN ANY OTHER KING-SIZE CIGARETTE

Buy CHESTERFIELD—*Much Milder*

Copyright 1952, Liggett & Myers Tobacco Co.

Chesterfield Cigarettes, 1952

IT'S A PSYCHOLOGICAL FACT: PLEASURE HELPS YOUR DISPOSITION

How's your disposition today?

EVER YIP LIKE A TERRIER when the store sends you the wrong package? That's only natural when little annoyances like this occur. But — it's a psychological fact that pleasure helps your disposition! That's why everyday pleasures — like smoking, for instance — mean so much. So if you're a smoker, it's important to smoke the *most pleasure-giving cigarette* — Camel.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

For more pure pleasure—have a Camel

"I've tried 'em all—but it's Camels for me!" Rock Hudson

YOU CAN SEE RUGGED ROCK HUDSON STARRING IN U-I'S "NEVER SAY GOODBYE"

No other cigarette is so rich-tasting yet so mild!

ROCK HUDSON AGREES with Camel smokers everywhere: there *is* more pure pleasure in Camels! More flavor, genuine mildness! Good reasons why today more people smoke Camels than any other cigarette

Remember this: pleasure helps your disposition. And for *more* pure pleasure — have a Camel!

Camel Cigarettes, 1956

How MILD can a Cigarette be?

MAKE THE 30-DAY CAMEL MILDNESS TEST—SEE WHY...

MORE PEOPLE SMOKE CAMELS than any other cigarette!

"The roles I play in movies are far from easy on my voice—I can't risk throat irritation. So I smoke Camels—they're mild"

MAN'S IDEA OF A MOVIE HERO
And the women agree! 6 feet 4 inches, John Wayne has smashed his way to fame in dozens of knock-down-and-drag-out—hard-riding . . . glorious motion pictures!

John Wayne

POPULAR, HANDSOME HOLLYWOOD STAR

"I've been around movie sets long enough to know how important cigarette mildness is to an actor. So when it came to deciding what cigarette was just right for my throat—I was very particular. I made a *sensible* test—my own 30-Day Camel Mildness Test!

"I gave Camels a real tryout for 30 days. The most pleasure I ever had from smoking. My own 'T-Zone' told me just how mild and good tasting a cigarette can be! I found out for myself why *more people smoke Camels than any other cigarette!*"

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Make your own 30-Day Camel MILDNESS Test in your "T-Zone"

(T for Throat, T for Taste)

Not one single case of throat irritation *due to smoking* CAMELS!

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.

Camel Cigarettes, 1951

▶ *L & M Cigarettes, 1953*

So Good to your TASTE

So Quick on the DRAW!

"Make MY brand your brand
smoke MILDER Chesterfields"
Tyrone Power
starring in "AMERICAN GUERRILLA IN THE PHILIPPINES"
a 20th Century-Fox Picture—Color by Technicolor
"Yes, Sir - Chesterfields
smell Milder and Smoke Milder!
PROVE THIS FOR YOURSELF"
says Weldon B. Waller
PROMINENT TOBACCO FARMER, DURHAM, N. C.
Make your next pack Chesterfield.
Open it up...Smell that milder tobacco
aroma – no other cigarette has it.
Smoke Chesterfield and prove
what every tobacco man knows...
tobaccos that SMELL MILDER
-SMOKE MILDER
Chesterfield
CIGARETTES
LIGGETT & MYERS TOBACCO CO.
CHESTERFIELD
A Always B Buy C CHESTERFIELD
THE CIGARETTE THAT SMELLS MILDER AND SMOKES MILDER
AND LEAVES NO UNPLEASANT AFTER-TASTE

Yes, today's L&M gives you... **Less tars & More taste**

They said it couldn't be done . . . a cigarette with such an improved filter . . . with such *exciting* taste. But L&M did it! L&M's patented filtering process electrostatically places extra filtering fibers crosswise to the stream of smoke . . . enabling today's L&M to give you – *puff by puff* – less tars in the smoke than ever before. Yet L&M draws easy . . . delivering you the clean rich taste of the Southland's finest cigarette tobaccos. The best tasting smoke you'll ever find!

Live Modern... change to modern L&M

L & M Cigarettes, 1958

Chesterfield Cigarettes

Chesterfield Cigarettes, 1950 ◀ *Chesterfield Cigarettes, 1952*

Cigars

Lucky Strike Cigarettes, 1951

Lucky Strike Cigarettes, 1951

Lucky Strike Cigarettes, 1950

Lucky Strike Cigarettes, 1950

► Old Gold Cigarettes, 1950

TWENTY
Old Gold
CIGARETTES
Made by Lorillard, a famous name in tobacco for nearly 200 years
No song and dance about medical claims...
Old Gold's specialty is to give you a TREAT instead of a TREATMENT!
SEE THE OLD GOLD DANCING PACKAGE ON THOSE GREAT TV SHOWS: "STOP THE MUSIC" THURSDAY NIGHTS, ABC TV NETWORK.

du Maurier Cigarettes, 1958

Winston Cigarettes, 1956

Spring Cigarettes, 1959

Chase National Bank, 1952 ▶ *Old Gold, 1952* ▶▶ *Old Gold, 1953*

No medical blarney—

We simply say:

For a TREAT instead of a TREATMENT

smoke Old Gold

Sure, and it's not only on our say-so that this is the simple fact: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the U. S. Government.

Pall Mall Cigarettes, 1958

Pall Mall Cigarettes, 1958

This Christmas, give yourself (and your friends) satisfying flavor...so friendly to your taste!

No flat "filtered-out" flavor! No dry "smoked-out" taste!

Product of The American Tobacco Company – "Tobacco" is our middle name

Pall Mall Cigarettes, 1958

Get satisfying flavor...So friendly to your taste!

NO FLAT "FILTERED-OUT" FLAVOR!

NO DRY "SMOKED-OUT" TASTE!

See how Pall Mall's famous length of fine tobacco travels and gentles the smoke—makes it mild—but does not filter out that satisfying flavor!

HERE'S WHY SMOKE "TRAVELED" THROUGH FINE TOBACCO TASTES BEST

1 You get Pall Mall's famous length of the finest tobaccos money can buy.

2 Pall Mall's famous length travels and gentles the smoke naturally...

3 Travels it over, under, around and through Pall Mall's fine tobaccos!

Outstanding... and they are Mild!

Product of The American Tobacco Company – "Tobacco" is our middle name

Pall Mall Cigarettes, 1959

▶ *Pall Mall Cigarettes, 1958*

PALL MALL
FAMOUS CIGARETTES
PER ASPERA AD ASTRA
IN HOC SIGNO VINCES
"WHEREVER PARTICULAR PEOPLE CONGREGATE"
PALL MALL
PALL MALL
YOU CAN LIGHT EITHER END!

says: **ARLENE DAHL**

"I love to see a man smoke a Cigarillo"

and her husband, LEX BARKER, *says:*

"Cigarillos have just what it takes to please me... Full delicious tobacco taste, yet mild... Stylish, manly shape and cigarette convenience... And they cut down chain smoking."

Arlene Dahl, starring in Pine-Thomas production, "Caribbean Gold", Paramount Picture, color by Technicolor. Lex Barker, starring in "Tarzan's Savage Fury", RKO release.

For Limited Time Only
To get this custom-built holder for Robt. Burns Cigarillos, worth twice the cost, send 10 Robt. Burns Cigarillo bands and 50¢ to P. O. Box 192, Midtown Sta., New York 18, N. Y.

Robt. Burns *Cigarillos* 5¢ EACH

IF IT'S NOT A ROBT. BURNS, IT'S NOT THE CIGARILLO

Robt. Burns Cigarillos, 1952

MRS. HUMPHREY BOGART SAYS:
(Lauren Bacall)

"I love to see a man smoke a Cigarillo"

Lauren Bacall, speaking for style-wise women everywhere, endorses The New Idea in Smoking from the feminine point of view... As for men, they go in a big way for delicious smoking pleasure in a shape, trim and handy as a cigarette... The *perfect mild* smoke.

Convenient as a cigarette... Fits neatly between the smoker's lips, or into a holder.

Humphrey Bogart and his wife, Lauren Bacall, co-stars of Sinatra Pictures, are both ardent, expert sailors.

Robt. Burns *Cigarillos* 5¢ EACH

"IN A CLASS BY ITSELF"

Robt. Burns Cigarillos, 1951

UNMISTAKABLY ASCOT!

You cannot give a more beautiful gift than the fabulous Ascot lighter

Here are seven unmistakably smart Christmas gifts – beautifully styled, precision-built Ascot lighters. Match them against the names at the top of your Christmas list. The unique beauty of Ascot lighters makes them wonderfully welcome gifts. You'll find them – and many other beautiful Ascots – at better shops from coast to coast. $5.95 to $200.

OUTSTANDING GIFTS for your business friends, too, are Ascot's Florentine Dagger lighter, Olympia or Standard. May be ordered with monogram or insignia. And always ask for Ascot Fluid.

PANDORA SET BY ASCOT – Lighter, four golden ash trays, ebony black base. In Orient red, jade green or ebony black. $13.95. Lighter alone, in gift box, $15.95.

OLYMPIA BY ASCOT – Classic beauty and grace of line in beige onyx, tortoise shell or jade green colors. $6.95 – a new low price for a smart, new Ascot table lighter.

WINDSOR BY ASCOT – Handsome 18 styling, rugged construction and gay-bright rhodium finish. Built-in wind-screen, extra fuel capacity for extra convenience. $8.95.

Ascot Lighters, 1952

Philip Morris Cigarettes, 1952

Pall Mall Cigarettes, 1950

Marlboro Cigarettes, 1950

▶ Old Gold Cigarettes

Once again we say:

America.

On every street
You'll find this TREAT
. . . **OLD GOLDS**

we love you...

for the largest sales in Old Gold's history

And the winner is...

Yes, You Need Never Feel Over-Smoked

Tobacco companies promised many things, but this ad went beyond the soothing throat and the glamour-of-smoking pitches that were a staple among advertisers. Using infants to suggest an innocent cigarette could cure just about anything, including uptight homemakers, was about as low as you could go. Child abuse? Come on, Mom. Just light up and calm those jangled nerves with a cigarette.

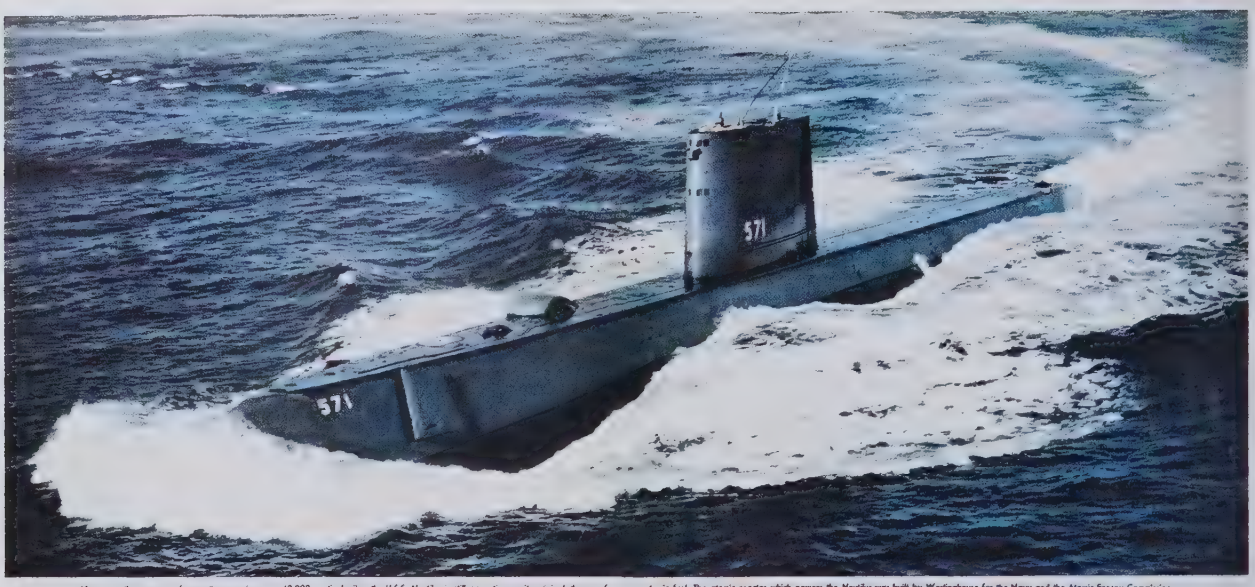
Nie wieder Nikotinkater

Tabakfirmen versprachen vieles, doch diese Reklame ging über die unter Werbern gängigen Verkaufsargumente von kehlenschonendem oder glamourösem Rauchgenuß weit hinaus. Kleinkinder zu benutzen, um zu suggerieren, eine unschuldige Zigarette könne so gut wie alles kurieren, auch gebeutelte Hausfrauen – niederträchtiger ging es kaum. Kindesmißhandlung? Sei doch nicht so, Mama. Steck dir eine an und beruhige die strapazierten Nerven mit einer Zigarette.

Non, vous ne serez jamais trop enfumés

Les compagnies de tabac promettent sans compter, mais cette réclame dépasse les bienfaits pour la gorge et les charmes du tabagisme, rengaines des annonceurs. Tout est permis, même l'utilisation d'enfants en bas âge pour suggérer que la cigarette soigne tout, y compris la ménagère à cran. Maltraitance ? Voyons, Maman. Et si tu t'en grillais une pour te calmer les nerfs ?

Marlboro Cigarettes, 1950



After more than a year of operation covering over 42,000 nautical miles, the U.S.S. *Nautilus* is still operating on its original charge of atomic fuel. The atomic reactor which powers the *Nautilus* was built by Westinghouse for the Navy and the Atomic Energy Commission.

WESTINGHOUSE ATOMIC REACTOR DRIVES NAUTILUS OVER 42,000 MILES WITHOUT REFUELING

No other ship has ever approached the performance of the first atomic submarine, *Nautilus*.

The reactor that drives the *Nautilus* was built by Westinghouse for the Atomic Energy Commission. Its performance has opened a great new era in ship propulsion. Westinghouse is now building reactors for additional submarines and developing atomic power plants for large surface vessels. These reactors will power the world's first atomic fleet for your new Navy.

Westinghouse is building the first full-scale atomic reactor to produce electric power for public use . . . for the Atomic Energy Commission and Duquesne Light Company, at Shippingport, near Pittsburgh, Pennsylvania. We are developing an entirely different type of reactor to produce power for the Pennsylvania Power & Light Company. A third reactor for atomic-electric power generation is being designed for the Yankee Atomic Electric Company—a group of New England utilities. Our own atomic reactor, for test purposes, is under construction.

For more than seventy years, the products of Westinghouse research and engineering have been making a great many things better in America's homes and industries. Those things will multiply as we move forward in the atomic era. You can be sure . . . if it's Westinghouse.

***WATCH WESTINGHOUSE**...first in atomic power!*

Westinghouse Atomic Reactor, 1956

FIRST ATOM SUB GOES TO SEA

Atomic Engine Drives Revolut ionary Submarine "Nautilus"

The Nautilus, the U. S. Navy's first atomic submarine, has gone to sea. She is driven by an atomic engine built by Westinghouse for the Government—that runs on uranium instead of conventional fuel. It will enable the Nautilus to cruise all the way around the world without refueling or even resurfacing, at speeds in excess of 20 knots while submerged. Such performance forecasts the great usefulness of atomic power for peacetime uses to drive ships, planes and electrical generating plants.

The United States now has two reactor plants successfully producing atomic power in substantial amounts. One is in the Nautilus. The other is at the National Reactor Testing Station, Idaho. **Both plants were built for the Government by Westinghouse.**

WESTINGHOUSE IN ATOMIC POWER

FIRST atomic engine to drive submarine went to sea January 17, 1955.

FIRST atomic reactor for full-scale peacetime electrical generating power plant in the U.S. is now being built for the Government by Westinghouse; to be operated by Duquesne Light Company, Pittsburgh, Pa.

FIRST contract to develop atomic engine for large surface ship . . . October 15, 1954.

FIRST substantial quantities of controlled atomic power produced at the Government's National Reactor Testing Station, Idaho . . . May 31, 1953.

YOU CAN BE SURE.. IF IT'S
Westinghouse

Martin Aircraft, 1951 ◀ *Westinghouse Atomic Reactor, 1956*

Target for Tomorrow!

Photo-mapped today by the U.S. Air Force!

Swift, unarmed, these "recon" planes carry eleven probing "eyes" through fire and flak on a final camera run. Their mission: get enemy information and *get it back!*

Like the lone Indian scout of old, the reconnaissance officer of today guards the safety of the entire command in daring sorties into enemy territory. He brings back knowledge to assist commanders in deciding *where—when—how* to strike.

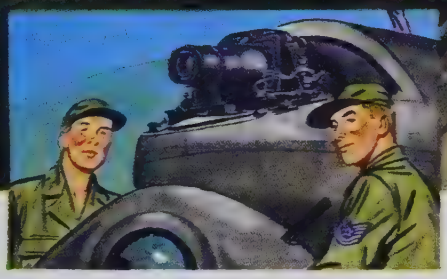
Sometimes his plane comes in low, through deadly enemy ground fire—sometimes high, up to 40,000 feet, a target for bristling enemy fighters. But, high or low, night or day, these "recon" missions are tough. And so are the men who fly them!

Only a few young men stand a chance of qualifying. And these the U. S. Air Force chooses carefully from the nation's best . . . trains them in the finest aviation schools under experienced officers.

Selection of Airmen is just as important, for they must keep planes and equipment in tip-top shape. They are trained in Air Force technical schools for important assignments in 42 different career fields.

No wonder your U. S. Air Force is able to demand and receive, from Officers and Airmen alike, *superior performance at all times and under all conditions!*

U. S. AIR FORCE



EYES FRONT: Ground crews prepare to remove exposed film from nose cameras of an RB-45 just back from its "recon" mission, rush them off for developing.

TOP VIEW: Skilled photo-interpreters of ground and air, using modern stereoscopic techniques, assess the pictures for detailed information on the enemy.

STRIKE: Bombers take over. Now they know *when, where* and *how* to strike a devastating blow at enemy installations—thanks to good reconnaissance!

U.S. Air Force, 1951

U.S. Air Force, 1951

U.S. Army, 1951

Carrier Based Jets to have Radar Guided Missiles

NAVY'S AIR-TO-AIR SPARROW 1 IN PRODUCTION

THE STORY BEHIND THE STORY:

- On May 12, newspapers from coast to coast carried headlines like the ones above, announcing the Navy's newest weapon of defense—Sparrow I—and the beginning of volume production for operational use in the fleets.
- Ahead of these headlines were 7 years of intensive cooperative effort shared by the Navy's Bureau of Aeronautics and Sperry.
- Originally designated project HOT SHOT, Sparrow began back in 1947 when the Bureau of Aeronautics assigned to Sperry the full responsibility of creating an entirely new air-to-air missile system. It had to be light and compact – so multiple units could be carried by fighter-type jets. It had to be deadly accurate – capable of outmaneuvering the swiftest bombers an enemy could produce. And it had to be practical—suitable for large-scale production.
- The rocket-powered, radar-guided Sparrow I, coming off the production lines here and at the new Sperry Farragut plant in Bristol, Tennessee, meets these requirements—and more. It embodies the proved features of more than 100 different missiles designed, constructed and tested during a 7-year period – and the finest brains of an organization that has devoted more than 40 years creating and manufacturing automatic flight control and fire control systems.

SPERRY GYROSCOPE COMPANY
DIVISION OF THE SPERRY CORPORATION • GREAT NECK, N.Y.

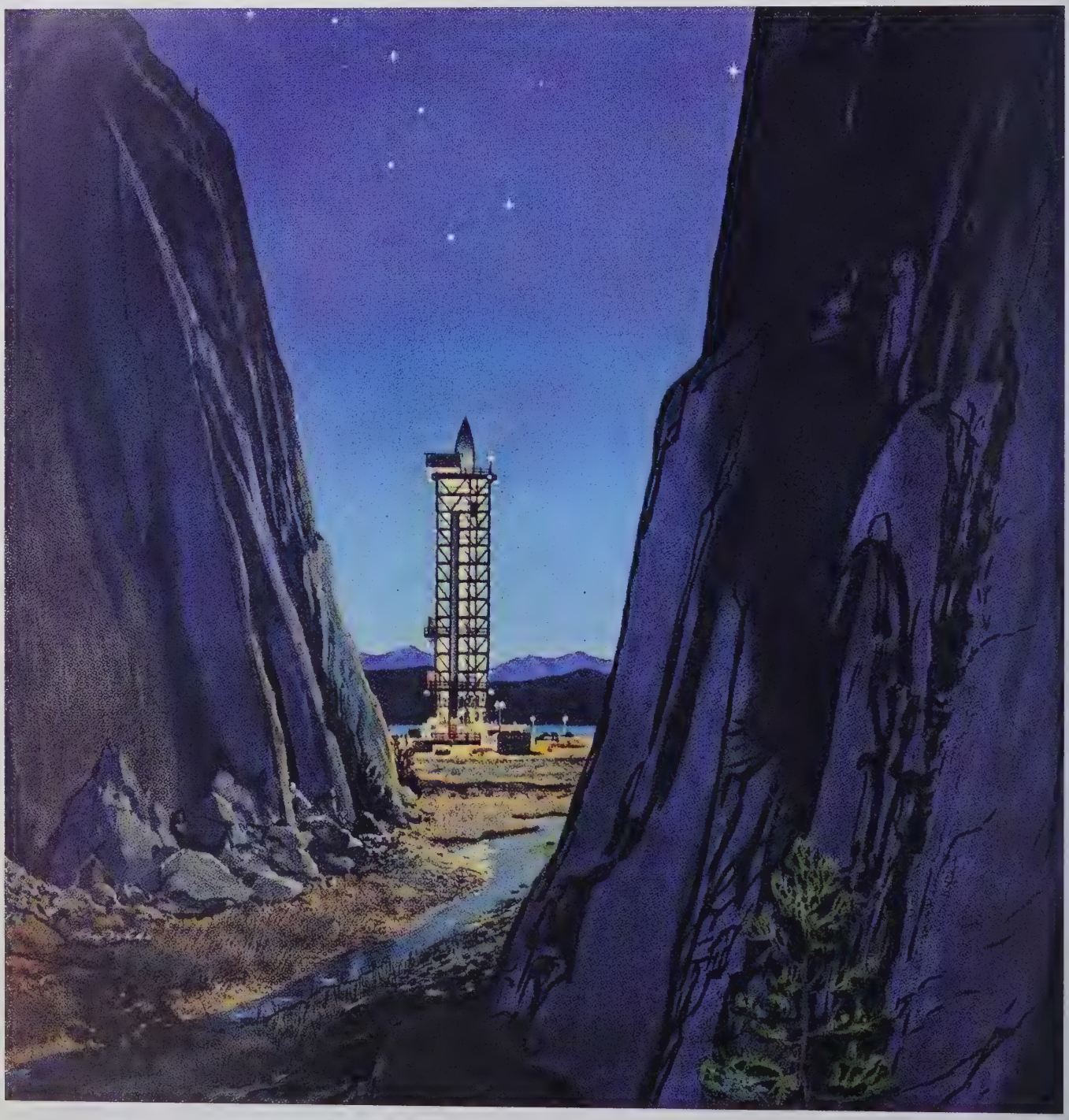
Sperry Gyroscope Company, 1954

Convair, 1953

▶ National Plumbing Seals, 1956

en the moon is
a stop on the milk run...
National Oil Seals
will protect the bearin
When inter-planetary trips become commonplace, surface travel in the family car may move normally 200 m.p.h., farm implements may become complete food processing plants, Farmer Jones may do his plo with atomic power. Contributing to mechanical progr such as this will be new oil seal designs, new sealing member compounds which will permit a higher orde bearing performance. National Oil Seal engineers hav many of these new oil seals on the drawing boards and in production now. For this reason, you can look to National for "years-ahead" performance in your products of today as well as anticipate "years-ahead performance in your products of tomorrow.
NATIONAL MOTOR BEARING CO., INC.
General Offices: Redwood City, California
Plants: Redwood City and Los Angeles, California; Van Wert, Ohio
NATIONAL
OIL AND FLUID SEALS
Original equipment on all cars, trucks, buses, tractors, in fact wherever shafts turn.
IMPORTANT TIP TO CAR OWNERS: It is difficult to remove an oil seal without damaging it beyond further safe use. Sensitive sealing members must provide perfect closure around shafts to retain lubricant in bearings. Insist on new seals every time one is removed from any equipment. The cost is slight...the protection worth many dollars. Make sure you get genuine parts designed especially for the job.

DANGER
RADIATION
HAZARD
DANGER



CONVAIR-*Astronautics*: shedding light on the mysteries of space

"...The time is bound to come when man will venture ever deeper into space—
not to win wars on earth but to battle the limitless challenge of the universe."

—General Thomas S. Power, Commander in Chief, Strategic Air Command.

CONVAIR

A DIVISION OF GENERAL DYNAMICS CORPORATION

Chrysler Corporation, 1951 ◀ *Convair, 1958* ▶ *North American Aviation, 1955*

FU-495

F7U-3 Cutlass, new Chance Vought general purpose fighter now in service with the U. S. Navy. Swift and versatile, it is armed with cannons and rockets, can carry bombs and guided missiles. Twin turbojet J46 engines, equipped with afterburners, supply the Cutlass with more than 12,000 pounds of thrust.

70% of our planet is deep water

...and here's how your New Air Navy will use it for America's defense

Keeping the world's sea lanes open to our own forces and denying their use to any aggressor is the primary mission of the United States Navy.

These sea lanes are a two-way lifeline. Over them we transport the strategic materials vital to our industrial life, and send forth the supplies and troops essential to the existence of our overseas bases.

To control the seas a strong nation must control the skies above the seas...this is the job of your New Air Navy.

High-flying, hard-hitting jet fighters, like Chance Vought's *Cutlass*, are designed to range from the Navy's roving task forces, sweeping the skies and extending the striking power of our surface fleets.

They are an "insurance policy" against attack upon our far-flung bases...an advance guard against attack at home.

Your New Air Navy plays a vital role in the use of deep water as part of America's defense.

NAVY FLIERS CHALLENGE THE JET FRONTIER
Action, adventure, fellowship, prestige—and priceless training that lits you for the challenge of the new jet age... all wait for you in a Navy flier. If you are unmarried, and between the ages of 18-25, visit your nearest Naval Air Station or write NAVCAD, Washington 25, D.C.

CHANCE VOUGHT AIRCRAFT
INCORPORATED · DALLAS, TEXAS

Voight Aircraft, 1955

No. 25 in a series

First production model of

U. S. Navy's new fighter

surpasses speed of sound—

during routine delivery flight

—the Douglas F4D Skyray

The pilot was seeking no record. But suddenly, his *production model* Douglas F4D Skyray was flying faster than the speed of sound *in level flight!*

Though this supersonic show of speed was unscheduled, it came as no surprise. Skyray is holder of the world's official F.A.I. sea-level speed record at 753.4 m.p.h. Designed for interceptor duty with the U. S. Navy, it is powered by a Pratt & Whitney J-57 engine with afterburner. Agile as well as fast, Skyray has a very high rate of climb and low landing speeds—operates with ease from aircraft carriers . . . to strengthen the fleet air arm.

The outstanding performance of F4D Skyray is another example of Douglas leadership in aviation. Faster and farther with a bigger payload is always the basic rule of Douglas design.

Be a Naval Aviator, write Nav. Cad., Washington 25, D.C.

Depend on DOUGLAS First in Aviation

Douglas Aviation, 1954

No. 27 in a series

First carrier-based airplane

to hold a world's speed record

753.4 m.p.h.

the U.S. Navy's

Douglas F4D Skyray

Streaking each mile in *less* than 5 seconds, during four passes at a 3-kilometer course, a Douglas F4D Skyray returned the official world speed record to the United States.

Two weeks later, Skyray blazed into a 100-kilometer course, cracked all records by an even wider margin. Now in production for the Navy, this delta wing jet interceptor adds terrific climb and firepower to its speed—plus the ease of handling needed in carrier landings. The Douglas F4D Skyray has now passed its initial carrier tests, in service will guard our fleets against the fastest of modern jet bombers.

Performance of the Navy's F4D Skyray is another example of Douglas leadership in aviation. Faster and farther with a bigger payload is always the basic rule of Douglas design.

Be a Naval Aviator—write Nav. Cad. Washington 25, D.C.

Depend on DOUGLAS First in Aviation

Douglas Aviation, 1954

No. 37 in a series:

New missile

strikes ground targets without warning

—needs no guidance system

—the U. S. Army's

Douglas-designed HONEST JOHN

Add to the U. S. Army's ever-growing arsenal of rocket weapons a new ground-to-ground missile . . . the Douglas-designed Honest John.

Developed in co-operation with Army Ordnance—and already being delivered to troop units—Honest John is a free flight rocket without complicated guidance system, and designed to supplement artillery in the medium to heavy range. Honest John is extremely mobile, moves quickly into position on a special truck which also serves as transport *and* launcher. Highly accurate, this rocket can handle either an atomic warhead, or a single high explosive round equalling the explosive force of hundreds of rounds of artillery shells.

Design of Honest John and other missiles is further evidence of Douglas leadership in its field. Now that the time to produce missiles in quantity has become a reality, Douglas manufacturing skill is ready and able for the job.

Depend on *DOUGLAS* **First in Aviation**

Douglas Aviation, 1954

▶ *Convair, 1955* ▶▶ *Convair, 1954*

ON GUARD FOR AMERICA'S AIR DEFENSE

THE F-102 IS A RAPIER in the hand of the U.S. Airman.

At its controls, he flashes through the skies at supersonic speeds, day or night in any weather. With it, he can seek out the invader . . . strike and destroy him.

Built for the U.S. Air Force, Convair's F-102 interceptor is delta-winged and jet-powered, designed for the men who are *on guard for America's air defense.*

Advanced aircraft like the F-102 are the result of engineering that aims at the maximum . . . the Nth degree of air power . . .

Engineering to the Nth power

CONVAIR

A DIVISION OF GENERAL DYNAMICS CORPORATION

Wear the wings of the U.S. Air Force. If you are 19 to 26, you may qualify for cadet training. Write to: Aviation Cadet, Headquarters United States Air Force, Washington 25, D.C.

Convair builds the world's most advanced aircraft through...

Engineering to the Nth power

NAVY'S XFY-1 TAKES OFF AND LANDS ON A DIME

Here's a new kind of aircraft for America's aviation arsenal...the Convair XFY-1, a vertical takeoff, delta wing Navy fighter. Powered by a turbojet engine, it is one of the world's fastest propeller driven planes.

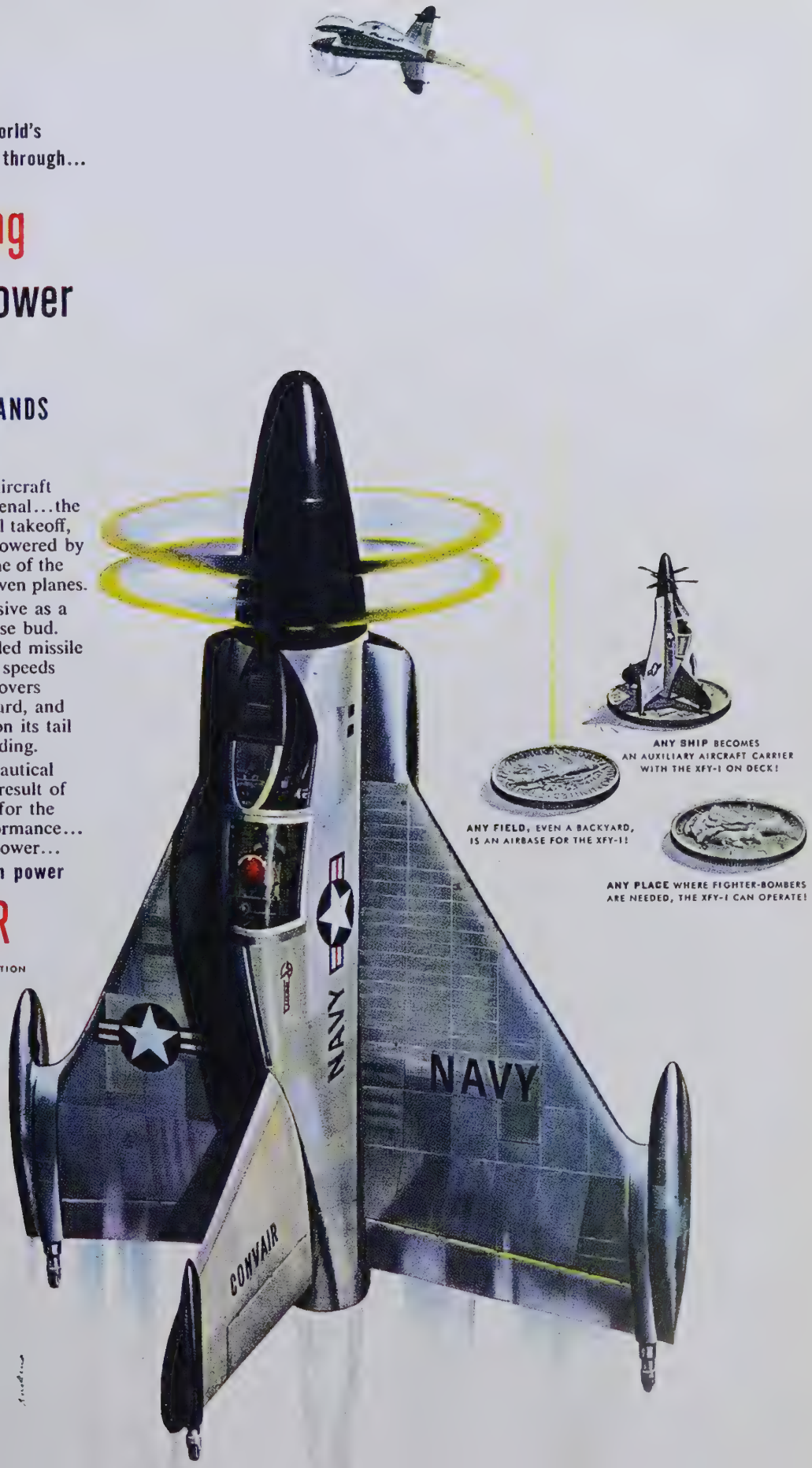
The XFY-1 is as responsive as a hummingbird over a rose bud. It rises nose-up like a guided missile ...flies like a fighter at speeds beyond 500 mph...hovers motionless...darts forward, and sideways...backs down on its tail to a feather-light landing.

This remarkable aeronautical achievement is another result of Convair's engineering for the *maximum* degree of performance... the Nth degree of air power...

Engineering to the Nth power

CONVAIR

A DIVISION OF GENERAL DYNAMICS CORPORATION



ANY SHIP BECOMES AN AUXILIARY AIRCRAFT CARRIER WITH THE XFY-1 ON DECK!

ANY FIELD, EVEN A BACKYARD, IS AN AIRBASE FOR THE XFY-1!

ANY PLACE WHERE FIGHTER-BOMBERS ARE NEEDED, THE XFY-1 CAN OPERATE!

READY AS A RIFLE BULLET

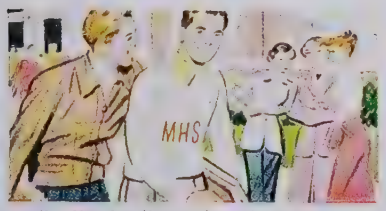
America has an arsenal of operational missiles. Their 'readiness' is a tribute to the ability of private industry to lend full support to government and military effort. A high percentage of the rocket power plants for these missiles was developed and produced by Aerojet-General, a subsidiary of The General Tire and Rubber Company.

AEROJET-GENERAL CORPORATION, AZUSA AND SACRAMENTO, CALIFORNIA

General Tire pioneer in

Wanted... More Men Like Mike!

—men who want to *go* places, and have plenty of the stuff it takes to *get* there!



Mike lived a lively American boyhood. An average student, a popular athlete, he finished high school in '46, decided to start building a career in the Army.

Careful studies of Mike's personal aptitudes led to his selection for technical training in tanks and other armored vehicles. He took to it like a duck to water!

Finishing technical school as a Private, First Class, Mike progressed steadily in skill, efficiency and rank. Each year he took a 30-day vacation trip, with pay.

Mike could be any one of a thousand typical young career men who are going places in today's Army. He could be you!

Mike studied, worked, watched his chances. Finished his first "hitch" as a Sergeant. During leave he went home and married his high school sweetheart.

Now, only four years after enlisting, Mike is a Sergeant, First Class, with an assured career ahead. He wouldn't trade places, or future opportunities, with anybody!

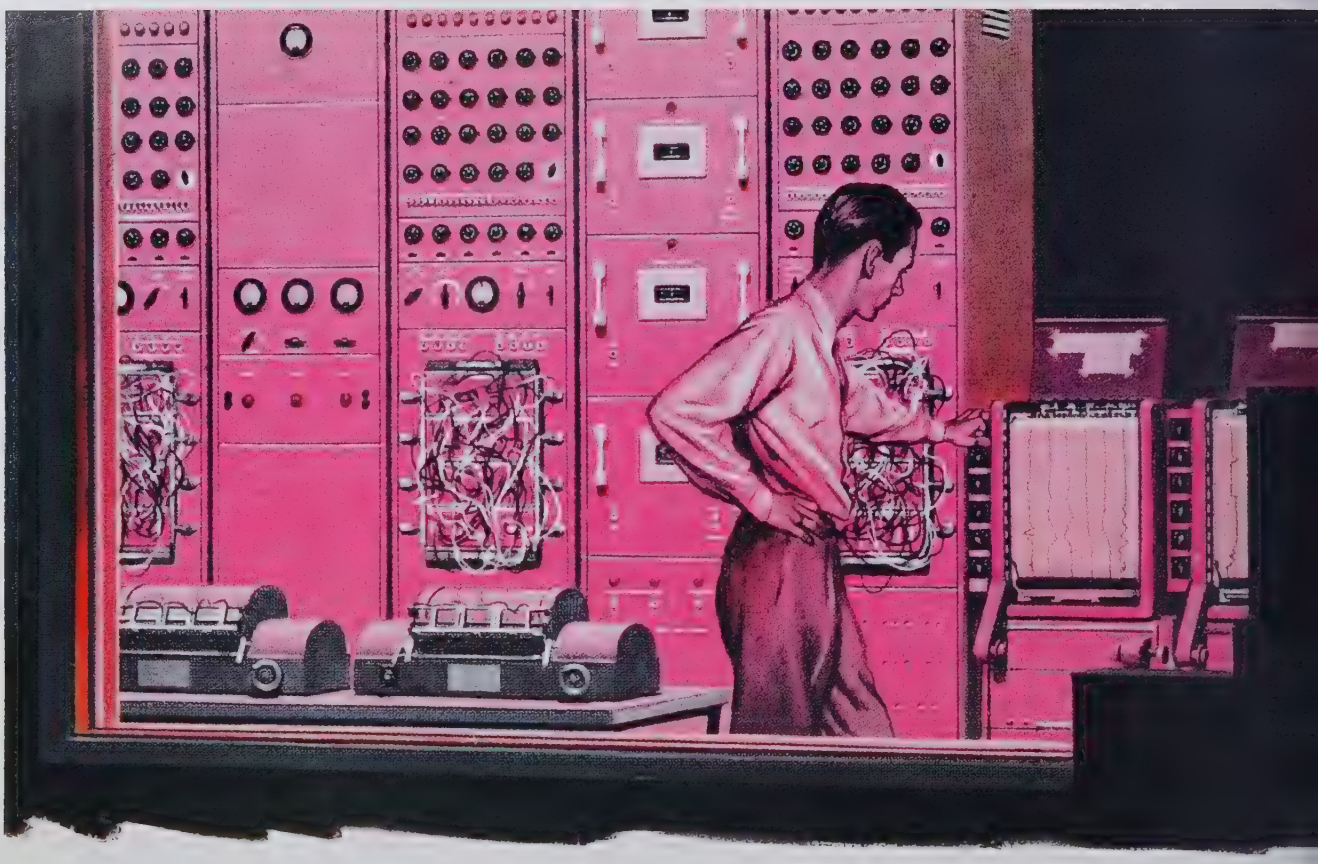
The young man of today who wants to get ahead can continue his education and start building a career at the same time, in the new U. S. Army. More than 200 courses of specialized training for many different career fields are taught in the various Army schools. Each man's abilities are charted, to place him where he should develop rapidly. Working with career-minded young men like himself on the frontiers of military science, he can serve his country with true professional pride. Today's U.S. Army is providing excellent career opportunities for America's finest young men.

RECRUITING
U.S. ARMY
U.S. AIR FORCE

U. S. ARMY

VISIT YOUR NEAREST U. S. ARMY AND U. S. AIR FORCE RECRUITING STATION

General Tire, 1958 ◄ *U.S. Army*



INVISIBLE JET FIGHTER MAKES TEST FLIGHT

This Grumman jet fighter is invisible. She is electrons. Yet day after day, she makes supersonic flights through an electronic sky.

Actually she is an electronic brain by name of REAC (Reeves Electronic Analog Computer) directed by a group of brilliant human brains. The latter convert the mathematics of the aircraft into a language they and she understand. They "tell" her everything they know about the new fighter design through wired panels and curves wired on revolving drums.

The cockpit with its human pilot is plugged in. At a signal he takes off and climbs to fifty thousand feet. The electronic air is smooth up to the transonic range where sound waves pile up until the air misbehaves. Once through, the air is smooth again, and they are ready to test a combat maneuver at supersonic speed.

"Now decelerate."

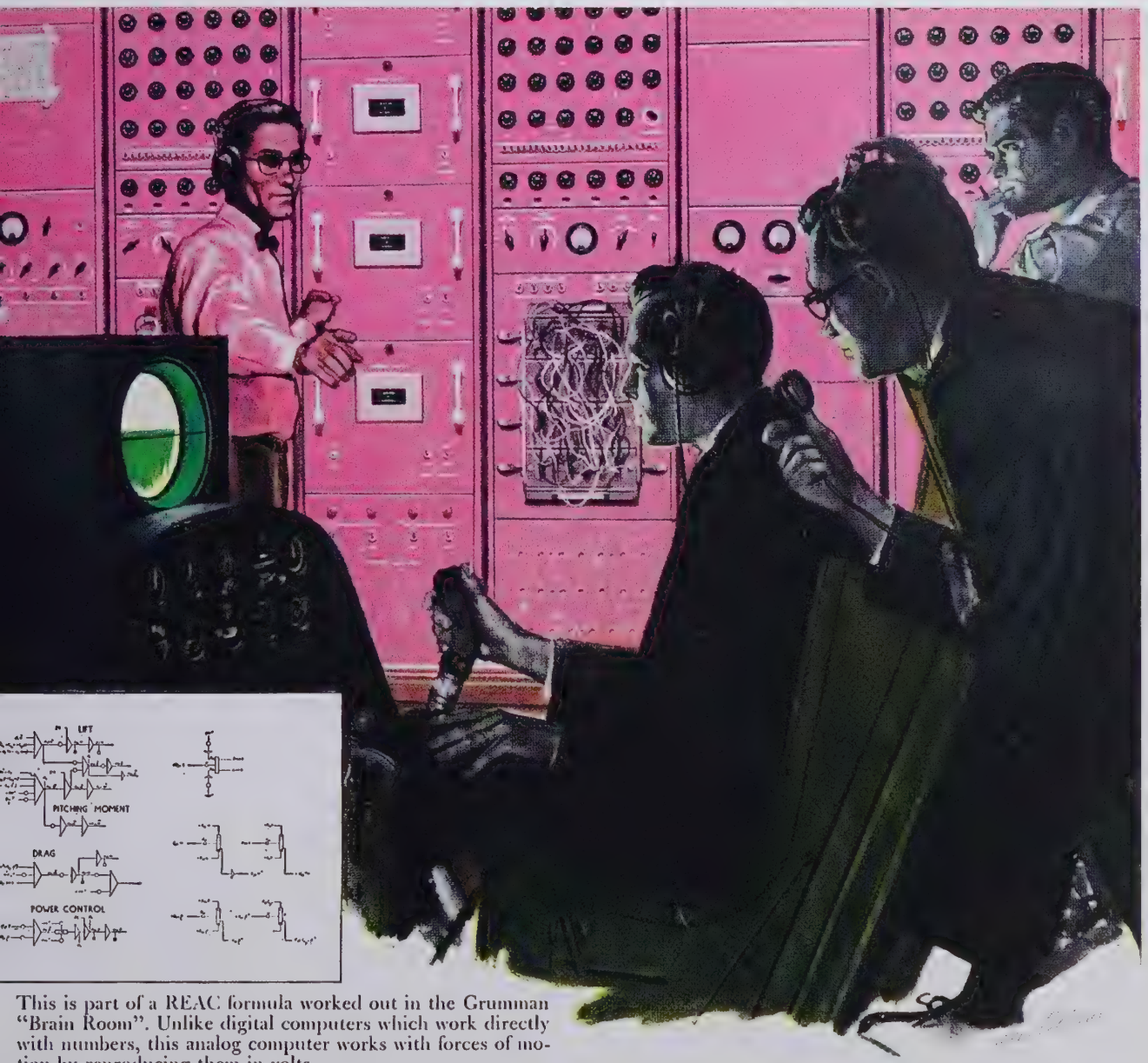
The pilot extends speed brakes. All eyes watch the instruments, and the reactions recorded on moving graph paper.

These performance data, gained months before actual flight tests, help check designs created with results from other Grumman research. One reason Grumman planes are ready in quantity when needed.

GRUMMAN AIRCRAFT ENGINEERING CORPORATION • BETHPAGE • LONG ISLAND • NEW YORK

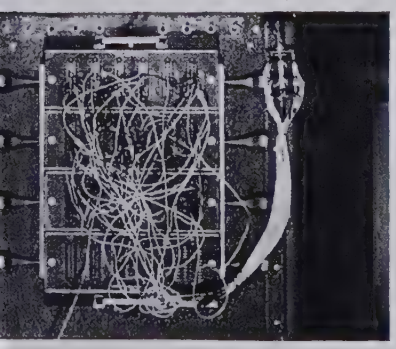
Designers and builders of the Cougar jet fighter, the S2F-1 sub-killer, the Albatross amphibian, metal boats, and Aerobilt truck bodies.

Grumman Aircraft Engineering Corporation, 1954

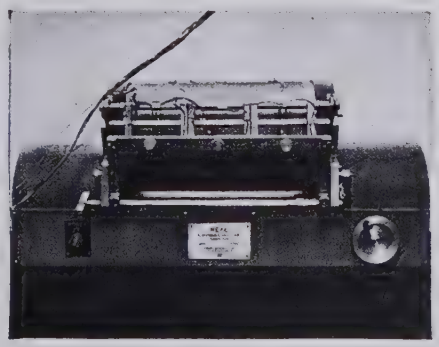


This is part of a REAC formula worked out in the Grumman "Brain Room". Unlike digital computers which work directly with numbers, this analog computer works with forces of motion by reproducing them in volts.

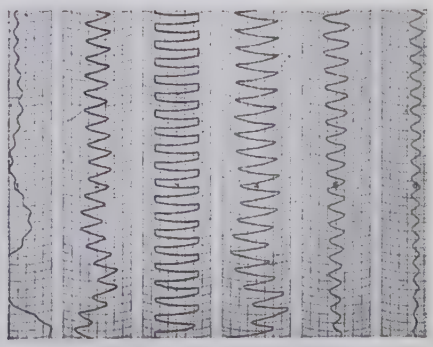
The computer is "told" the facts of the problem through miniature switchboards. A different problem can be made known to the computer quickly, simply by changing boards.



Some data, like wind tunnel results, are fed into the computer from revolving drums. The computer gets its information electrically from copper wires glued over penciled curves.



These are typical REAC answers. Engineers translate these squiggles into design information. Sometimes thousands of such answers may be required to solve any one of the many design problems.



PRIZE CATCH!

Raytheon's sonar detection system hooks underwater prowlers

The so-called silent world is actually rife with noise. Fish, porpoises, whales – or the cautious "breathing" of a prowling sub – all are identified by the new underwater sound equipment pioneered by Raytheon.

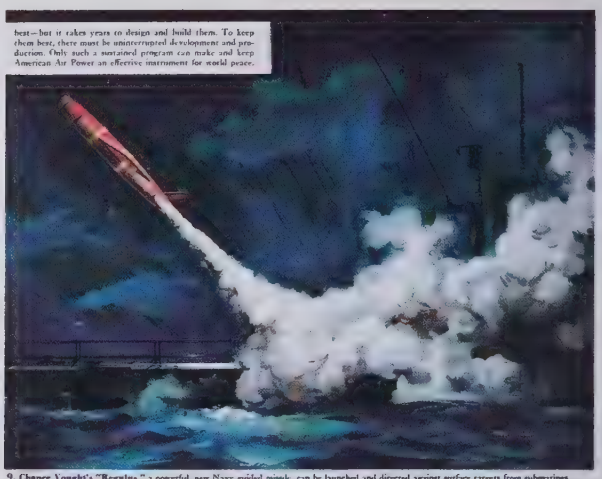
A major contract for this radically new sonar system was recently placed with Raytheon by the Navy for its expanded atomic submarine program. This sensitive system – still highly classified – performs search, attack and communications functions.

Here, as in other areas of advanced electronics, the 39,000 men and women of Raytheon are contributing to U.S. strength and security.

RAYTHEON MANUFACTURING COMPANY, Waltham, Mass.

ENGINEERS and SCIENTISTS: for challenging opportunities with a growing company in all phases of electronics, write E. R. Herlin, Professional Personnel Coordinator.

Raytheon, 1959



best – but it takes years to design and build them. To keep them best, there must be uninterrupted development and production. Only such a sustained program can make and keep American Air Power an effective instrument for world peace.

9. Chance Vought's "Regulus," a powerful, new Navy guided missile, can be launched and directed against surface targets from submarines (as shown in this artist's concept), or from ships or shore bases.

Can U.S. Air Power Prevent a War?

The answer lies in how consistently America pursues a sound peacetime Air Power policy

REGULUS, NIKE, MATADOR – new names for new kinds of aerial weapons, target-seeking guided missiles. Some have already begun to serve our armed forces. More will follow as development continues. American Air Power, of which missiles are a part, has now become so important that its strength or weakness can mean the difference between winning, losing, or *preventing* another world war.

To succeed in *preventing* war, our Air Power must be strong enough to discourage aggression before it starts. This means we must develop and build military aircraft in *every* category, including guided missiles, that are ready for instant retaliation – aircraft that are second to none in *performance* and strong enough *in numbers* to do the job.

Because of enormous technical problems, it has taken years to bring the guided missiles to their present stage of usefulness. And more time, plus consistent research, development and production, will be needed to improve and perfect them. With the U. S. exposed to possible atomic attack, the need for this effort is more urgent than ever.

That is why the Armed Forces – the Air Force, Navy, Marine Corps and Army – must have the support of every citizen for a realistic, continuous Air Power program. Only through such a program can the nation meet, and even forestall, emergencies – and at the same time avoid the waste and cost of stop-and-go aircraft production programs.

UNITED AIRCRAFT CORPORATION
EAST HARTFORD, CONNECTICUT

Pratt & Whitney jet and piston engines, Hamilton Standard propellers and aircraft equipment, Chance Vought aircraft and guided missiles, and Sikorsky helicopters, in Canada: Canadian Pratt & Whitney Aircraft Co., Ltd.

Engineers: We need additional experienced engineers. If you are not in defense work, write our Personnel Dept., stating complete qualifications.

Raytheon, 1959

From modern research.... new horizons for industry

You are seeing the "flower" of life itself – a tiny piece of potash magnified many times. Like all *Living Minerals*, potash is part of the living earth. It gives life and growth to plants, animals and all mankind. It helps provide new products for industry, new living benefits for us all. Mining, processing and marketing such *Living Minerals* is the vital job of International Minerals.

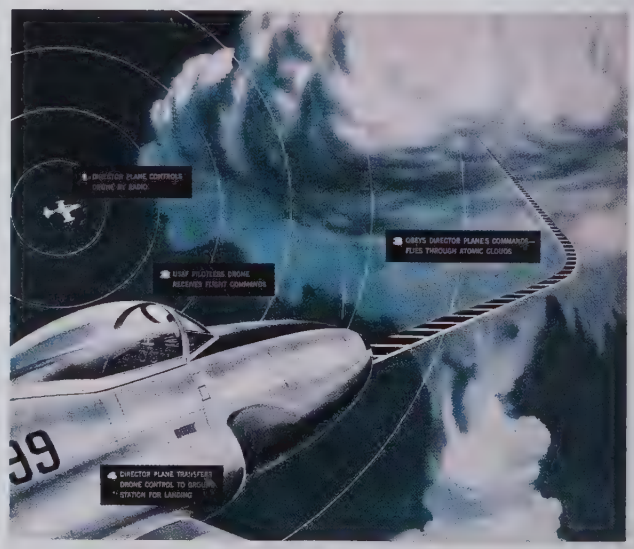
Almost as it comes from the ground, potash is a basic ingredient of all chemical fertilizers. As an ore, it is a source of potassium and magnesium chemicals used in TV tubes, medicine, glassware, metals and cosmetics. A few of the many products from potash are shown at left.

Here at International Minerals, eager young scientists daily discover new uses for many *Living Minerals:* phosphates, feldspar, bentonites, mica, uranium, fluorides and barite. May we help *your* company develop new products from *Living Minerals?*

MINERALS International CHEMICALS

INTERNATIONAL MINERALS & CHEMICAL CORPORATION
Chicago 6, Illinois

International Chemicals, 1958



Pilotless Jets Penetrate Atomic Cloud in Tests

BRING BACK DATA PREVIOUSLY IMPOSSIBLE TO SECURE

THE STORY BEHIND THE STORY

■ Mix the drama of atomic tests and pilotless flight and it's page one news. Such was the case when the U. S. Air Force thrust pilotless jet drones into the heart of atomic clouds and landed them safely – with their cargo of mice and monkeys – for scientific study by the Atomic Energy Commission.

■ The story behind the testing of the effect of radiation on animals is one of pilotless flight, "beep" pilots and precise Sperry controls. Lockheed QF-80 drones, specially equipped with Sperry remote flight control systems, fly through atomic clouds guided by radio and radar.

■ These drones are flown remotely by skilled USAF pilots who use "beep" boxes to command them – either from director planes in the air or control stations on the ground for take-off and landing. Under their radio commands the drone takes off, at the proper speed retracts its landing gear, climbs to the desired altitude, banks and turns and keeps the airspeed necessary to arrive at an exact point in the atomic cloud at a prescribed second.

■ This remarkable flight control system brings the drone through the awesome turbulence of the atomic cloud under complete control – on course and altitude. Returning to its airbase, the radiation-saturated drone lands as precisely as though a veteran pilot were at its controls.

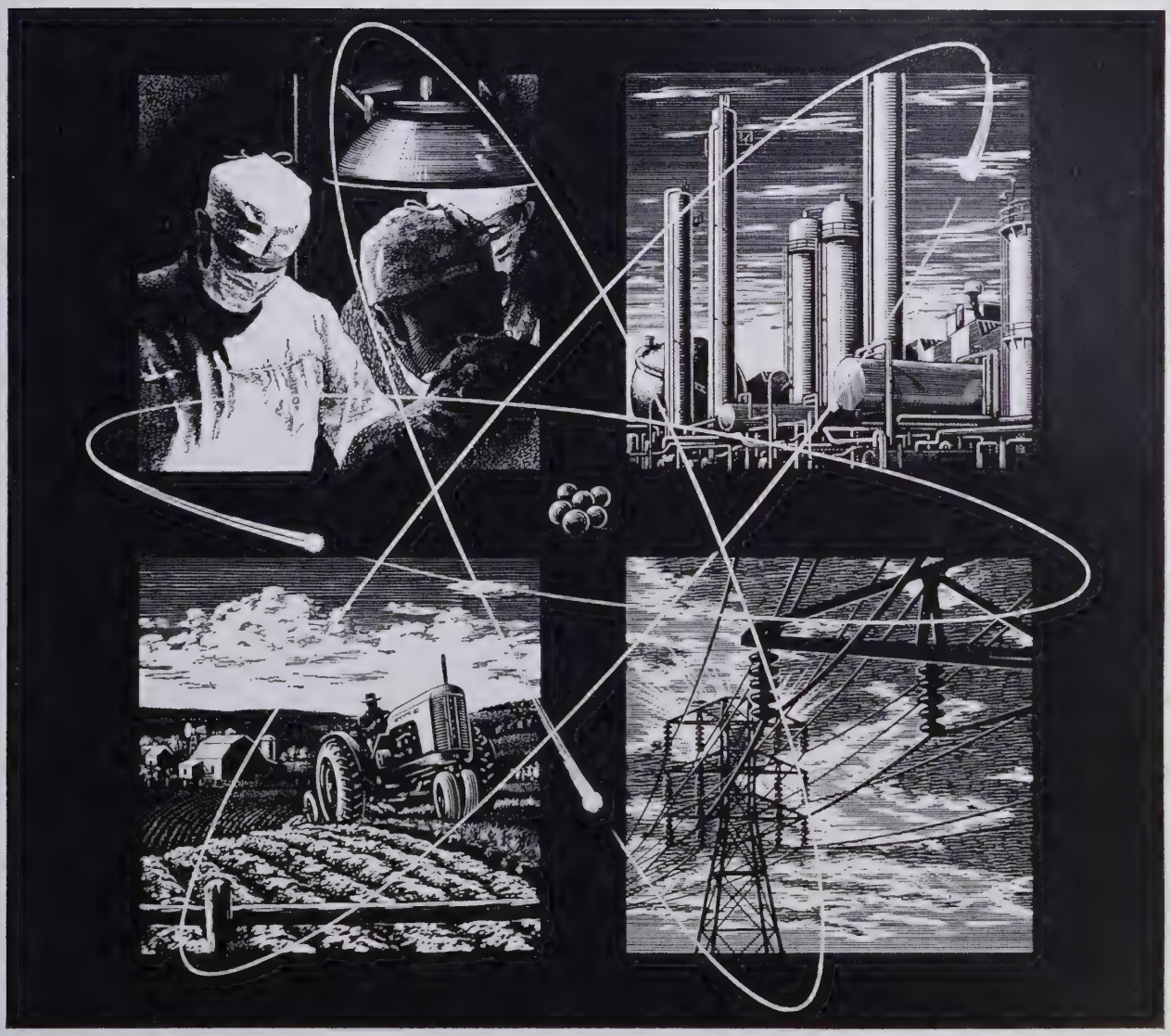
■ Sperry is an old hand at pilotless flight. It developed the first guided missile – an aerial torpedo for the Navy – back in 1915. And since 1912, Sperry has been the leader in developing automatic flight controls for *piloted* flight. Sperry automatic pilots are installed on military and commercial planes the world over.

SPERRY GYROSCOPE COMPANY
DIVISION OF THE SPERRY CORPORATION • GREAT NECK, N.Y.

Sperry Gyroscope Company, 1954

▶ *Convair, 1959*

B-58
U.S. AIR FORCE
USAF



Engineers: North American offers unusual opportunities. Write Engineering Personnel Office, Los Angeles or Downey, California; or Columbus, Ohio.

THE PEACEFUL ATOM...IT'S WORKING FOR YOU!

North American Aviation early saw the need for development and application of the atom to peaceful purposes. Using its own funds, the company set up an organization staffed by leading atomic scientists and engineers. This Nuclear Engineering and Manufacturing organization conducts work for the Atomic Energy Commission and has initiated many new developments in nuclear applications.

This continuing effort has produced several types of research reactors. Two important examples of these, produced for the Atomic Energy Commission, are now in operation. One is being used by the company for advanced developmental study of other reactor designs, and general nuclear research is being done with the other. Other North American designed reactors for industrial and medical research will soon be in operation.

Still another example of North American's advance in this field is the "Sodium Reactor Experiment," a new reactor concept in atomic power. This development is being jointly financed by the Atomic Energy Commission and the company. From this will come many answers to the problem of producing economical electricity from the atom.

ENGINEERING AHEAD FOR A BETTER TOMORROW

NORTH AMERICAN AVIATION, INC.

Union Carbide, 1959 ◄ *North American Aviation, 1955*

You'd fly like this

without the vital accessories created by AiResearch to make possible today's high-speed, high-altitude flight

NEW "LUNGS" FOR THE LUXURY AIRLINERS!

In a modern airliner at 20,000 feet or higher, you are not only comfortable, but you fly *safer* and *faster*. Vital "lung" in the pressurizing system is the AiResearch cabin supercharger. Together with the AiResearch refrigeration unit, it keeps the plane air conditioned in the air or on the ground.

When you're flying at 20,000 feet and you sit there warm and comfortable, breathing clean fresh air, you reap the benefit of years of painstaking development work by AiResearch engineers.

"Living room" comfort in the newest high-altitude airliners like the Super Constellation, the Martin 404 and the Convair 340 is the work of AiResearch.

The air you breathe is scooped up from the outside, compressed and refrigerated or heated—delivered inside the cabin at just the right temperature.

On supersonic jets and turboprops even greater problems of air conditioning are conquered by AiResearch equipment.

Every American-built, high-speed, high-altitude airplane flies with the aid of products manufactured by AiResearch.

Would you like to work with us? *Qualified engineers, scientists and skilled craftsmen are needed now at AiResearch.*

AiResearch Manufacturing Company

A DIVISION OF THE GARRETT CORPORATION

LOS ANGELES 45, CALIFORNIA • PHOENIX, ARIZONA

DESIGNER AND MANUFACTURER OF AIRCRAFT EQUIPMENT IN THESE MAJOR CATEGORIES

Air Turbine Refrigeration · Heat Transfer Equipment · Electric Actuators · Gas Turbines · Cabin Superchargers · Pneumatic Power Units · Electronic Controls · Cabin Pressure Controls · Temperature Controls

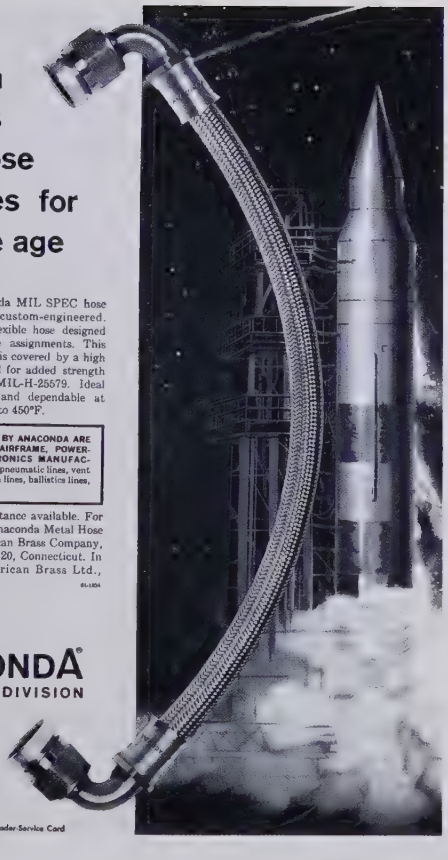
AiResearch Manufacturing Company, 1952

▶ *Republic Aviation, 1954*

LOUÈS
FS 346

NAVY

Anaconda engineers Teflon Hose assemblies for the space age



The complete line, Anaconda MIL SPEC hose assemblies, standard or custom-engineered. Here's the lightweight, flexible hose designed for demanding space age assignments. This smooth bore Teflon* hose is covered by a high tensile stainless steel braid for added strength and meets specification MIL-H-25579. Ideal for conveying corrosives and dependable at temperatures from −65°F to 450°F.

TEFLON HOSE ASSEMBLIES BY ANACONDA ARE NOW USED BY LEADING AIRFRAME, POWERPLANT, GSE AND ELECTRONICS MANUFACTURERS FOR: chemical lines, pneumatic lines, vent lines, jet fuel lines, lubrication lines, ballistics lines, instrumentation lines.

Complete engineering assistance available. For more information, write: Anaconda Metal Hose Division, Anaconda American Brass Company, P. O. Box 791, Waterbury 20, Connecticut. In Canada: Anaconda American Brass Ltd., Montreal 2, Quebec. 86-1104

*Teflon is a DuPont trademark

ANACONDA®
METAL HOSE DIVISION

Circle Number 54 on Reader Service Card

Anaconda Metal Hose

HAND IN HAND....

Peace . . . strength . . . freedom . . . are symbolically emphasized by the growing number of NATO countries who operate F-84 Thunderjets.

Belgium, Denmark, France, Greece, Italy, Netherlands, Norway and Turkey . . . in association with the USAF and Republic Aviation . . . are developing these strong defenses against aggression.

REPUBLIC AVIATION

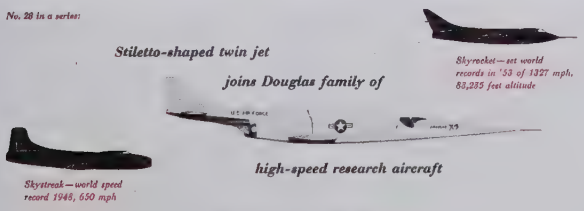
FARMINGDALE, LONG ISLAND, N. Y.

Makers of the Mighty Thunderbolt • Thunderjet • XF-91 • F84F

Republic Aviation, 1952

No. 28 in a series:

Stiletto-shaped twin jet joins Douglas family of high-speed research aircraft



Skyrocket—set world records in '53 of 1327 mph, 83,235 feet altitude

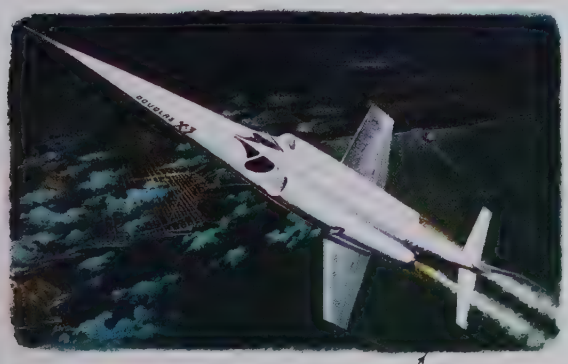
Skystreak—world speed record 1948, 650 mph

—the supersonic Douglas X-3

Now to the record-breaking Skystreak, the Douglas Skyrocket and the record-holding carrier-based Skyray, add this important experimental plane—the Douglas X-3.

Performance is secret, but a little can be told. Longer, heavier than a DC-3 transport, X-3 flies on wings smaller than a DC-3's tail—using conventional jet engines for *sustained* flight. X-3 has already contributed basic facts on insulation, refrigeration, and the use of heat-resistant *titanium*, while its payload of research instruments has been used to study the *stresses* and strains of flight at supersonic speeds.

Design of X-3 is another example of Douglas leadership in aviation. *Faster and farther with a bigger payload* is a basic Douglas rule.



Enlist to fly with the U.S. Air Force

Depend on DOUGLAS **First in Aviation**

Douglas, 1954

Today's Navy...power for peace

Your New Navy stands today as a nuclear-age bulwark of freedom, a powerful deterrent to aggression.

Leadership, manpower and mobility form the taut core of this strength. But to be an *effective force* the Navy must have *effective weapons.*

Chance Vought, with 40 years in the high performance military aircraft field, is dedicated to the complex science of developing and producing those vital weapons.

Record-breaking *Crusader* jet fighters, now in squadron status, and *Regulus* guided missiles, on station and ready for use when needed, represent a portion of Vought's growing contribution to Navy strength—a strength that means power for peace throughout the world.

CHANCE VOUGHT AIRCRAFT
INCORPORATED DALLAS TEXAS

Voight Aircraft

Voight Aircraft, 1954 ◀

▶ Sperry Gyroscope Company, 1954

Sub-Launched Missile Gives Navy New Striking Power

CONTROL OF REGULUS HELD "UNCANNY"... "BIRDS" CAN BE RETRIEVED DURING TESTS

THE STORY BEHIND THE STORY

■ When a guided missile launched from a submarine hundreds of miles off shore can be held to an accurate course at speeds approaching Mach 1, and precisely aimed at a specific inland target—that's news, *bad* news for a possible enemy. And, when costly models of the missile can be recovered and re-used time after time for evaluation and training, that's news, too—*good* news for American taxpayers.

■ On both counts, the Navy's Regulus, developed by Chance Vought Aircraft, Inc., is constantly in the headlines.

■ Providing the stability that holds Regulus on its course with a vise-like grip—and assuring recovery during tests—is a specially-designed Automatic Pilot, created by Sperry. Like its relative, the famous Sperry Gyropilot* Flight Control favored by the military and leading airlines, this electronic "brain" is sensitive to the slightest signal change in the flight path. Under its command, powerful servos or "muscles" of the control system make instant corrections—fly Regulus unfailingly through intricate maneuvers at all speeds and at all altitudes.

■ There's a mighty difference between the automatic controls created by Sperry for this newest guided missile of the Navy, and those provided by Sperry for the Navy's first guided missile back in World War I days. But they're alike in this respect: Both resulted from an unmatched combination of skillful engineering *plus* specialized experience in electronics and gyroscopics, and precision in production.

*T M REG. U.S. PAT. OFF.

SPERRY *GYROSCOPE COMPANY*

DIVISION OF THE SPERRY CORPORATION • GREAT NECK, N. Y.

ALONG THE AVENUES OF SPACE

tomorrow's spacecraft seek the mastery of a universe. En route, environmental conditions will be severe, imposing stringent requirements for

- Outstanding Reliability
- Personnel Safety
- High Performance
- Precision Control

To meet these demands, Aerojet has brought into reality a variety of advanced liquid rocket concepts... ABLESTAR, the first rocket engine to be restarted in space...simple pressure-fed engines for on-board propulsion...pulse rockets for attitude control, variable thrust, and multiple restart.

Aerojet's leadership in liquid rocket power helps propel America's space program from concept to conquest.

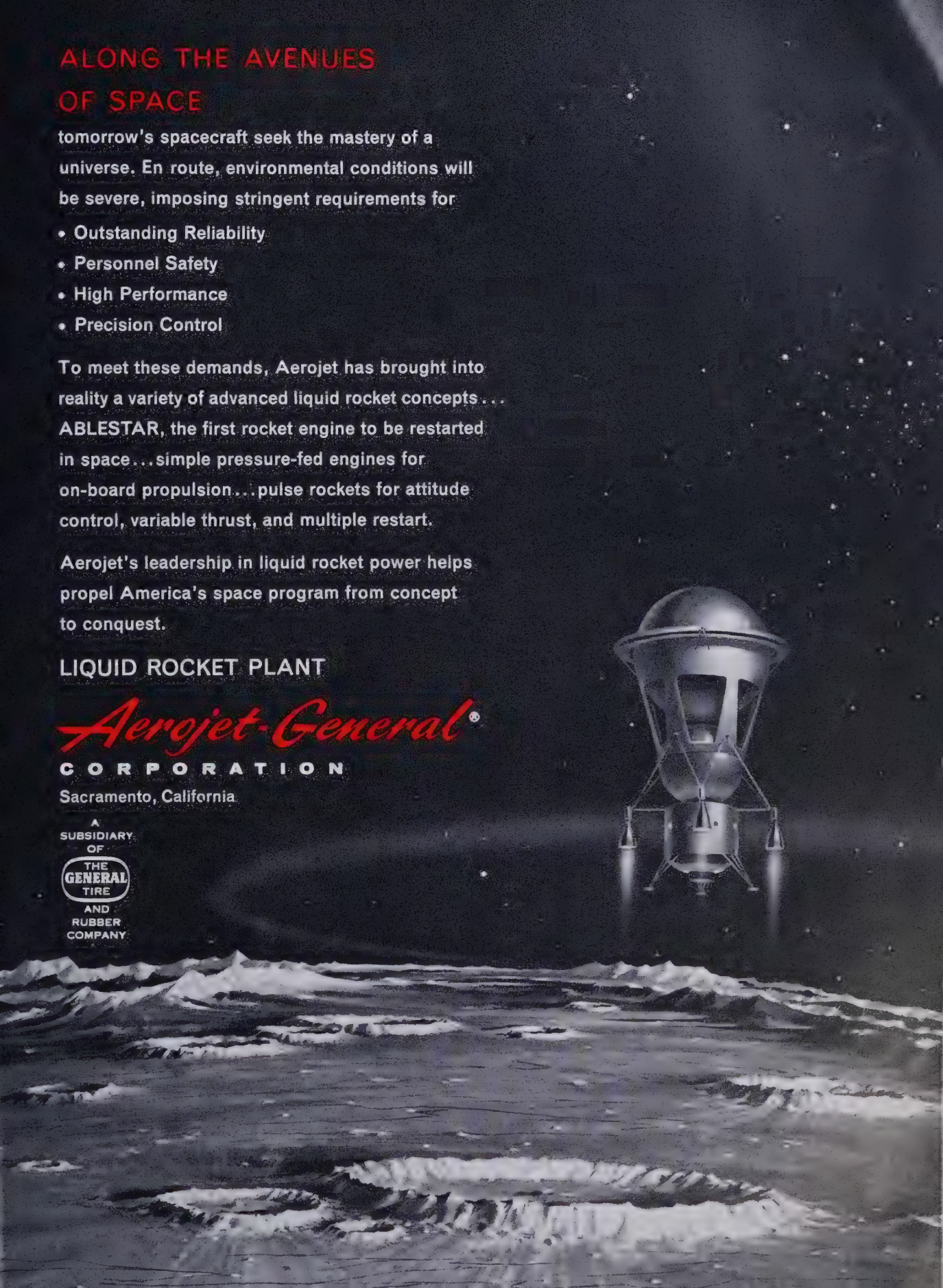
LIQUID ROCKET PLANT

Aerojet-General®

CORPORATION

Sacramento, California

A SUBSIDIARY OF THE GENERAL TIRE AND RUBBER COMPANY



Boron-fueled missile flies three times the speed of sound!

One of the most significant "breakthroughs" in modern science is the continuing discovery of new uses for the versatile, *high-energy* element Boron.

A ramjet missile burning one of these new Boron fuels has flown more than *three times* the speed of sound—or faster than 2,000 miles per hour!

Another form of this same atomic element, Boron, in Richfield Boron Gasoline dramatically increases the power and mileage of your motor car.

It's the West's *only* Boron motor fuel—and is guaranteed OVER 100 OCTANE!

Richfield Boron has the special ability to quench the red-hot carbon deposits in a car's combustion chamber that cause pre-ignition and knock—rob your engine of power and performance.

And because every drop burns cleanly and completely, you enjoy far more miles to each gallon.

So for *real driving economy*—YOUR BEST BUY IS BORON!

With your very first tankful you get the ultimate in motoring pleasure and performance. Try Richfield Boron today—exclusively at Richfield stations throughout most Western states.

RICHFIELD BORON. OVER 100 OCTANE GASOLINE

Richfield Boron Gasoline, 1959

New Boron fuels may enable Jets like the B-58 to circle the world non-stop!

Unlocking secrets of the versatile, atomic element Boron has already resulted in remarkable scientific advances.

Boron, for example, is a key factor in exotic fuels that could vastly increase the speed and range of supersonic jets like the B-58 ...even *double* the efficiency of jet engines!

In another form, this same high-energy element in Richfield Boron Gasoline steps up the power and mileage of your car with your very first tankful!

It's the *only* Boron motor fuel you can buy in the West ...and it's OVER 100 OCTANE.

Richfield Boron has the special ability to quench those red-hot carbon deposits in your car's combustion chamber that cause pre-ignition—that rob your engine of power and performance.

And because every drop burns cleanly and completely, you get *more miles* to each gallon.

Ask any user. He'll tell you Richfield Boron is your BEST GASOLINE BUY for smooth, knock-free performance...*for real driving economy!* Exclusively at Richfield stations throughout most Western states.

RICHFIELD BORON. OVER 100 OCTANE GASOLINE

Richfield Boron Gasoline, 1959

World's largest Boron mine yields element vital in advanced fuels for jets and motor cars!

Millions have been spent to develop the world's largest Boron mine in California's Mojave desert. Here is the world's prime source of this versatile, atomic element—Boron.

Increasing quantities of Boron are now being utilized in new *high-energy* fuels to power jets, missiles and rockets to almost unbelievable speeds and altitudes.

In another form, this same Boron element in Richfield Boron Gasoline steps up the power and mileage of your car with your very first tankful!

Richfield Boron has the special ability to prevent pre-ignition in high-compression engines. And every drop burns exceptionally clean to give more miles to each gallon. If you want smoother, knock-free power in traffic or on the open road, YOUR BEST BUY IS BORON!

Throughout most Western states this is the only motor fuel that gives you BOTH—over 100 octane *and* Boron.

All cars that run on regular gasoline will perform their thrifty best on *improved* Richfield Hi-Octane Regular.

Thus, whatever make or model you drive, one of Richfield's two great "years-ahead" gasolines meets its every requirement for *maximum* performance and *real* driving economy.

RICHFIELD BORON. OVER 100 OCTANE GASOLINE

Aerojet General Corporation, 1952 ◀ *Richfield Boron Gasoline, 1959*

Sprints from deck to stratosphere

His BEAT is the oceans of the world. His job, to challenge unknown intruders on our defense perimeters. A Navy pilot is a seagoing sentry on 24-hour duty.

A major role in this job of positive interception—and as far from our shores as possible—is being assigned to the Douglas F4D Skyray. Less than a minute after leaving the deck, Skyray can soar past the 10,000-ft. mark. Seconds later it's hissing through the stratosphere . . . 35,000 feet up . . . at the ready with rockets and cannons.

This rate of climb comes as no surprise. Skyray also holds the world's official F.A.I. sea level speed records for the 3- and 100-kilometre courses.

Douglas F4D Skyray—fastest carrier-based interceptor. Performance of agile Skyray continues the Douglas tradition of "faster and farther with a bigger payload." Yet performance figures are meaningless without a skilled pilot at the controls. If you are interested in a career as a Naval Aviator, write Nav. Cad, Washington 25, D. C.

Depend on *DOUGLAS* First in Aviation™

Douglas Aviation, 1956 ▶ *Richfield Boron, 1959* ▶▶ *General Electric, 1953*

Boron is factor in tremendous cruising range of *USS Nautilus*

most daily, in America's research laboratories, scientists are scovering new uses for the unusually versatile element Boron.

For example, Boron contributes to the life of the nuclear re in the *USS Nautilus* and is a factor in the tremendous cruis- g range of America's first atomic submarine on such voyages as historic run under the North Pole.

This same atomic element, Boron, in Richfield Boron Gasoline ves your car extra power and mileage!

Richfield Boron is the West's *only* Boron motor fuel. It is aranteed OVER 100 OCTANE.

Richfield Boron has the special ability to quench those red-hot carbon deposits in your car's combustion chamber that cause pre-ignition—rob your engine of power and performance.

And because every drop burns cleanly and completely, you get more miles to each gallon.

For smooth, knock-free performance and *real driving economy* —YOUR BEST BUY IS BORON! Exclusively at Richfield stations throughout most Western states.

RICHFIELD BORON®
GASOLINE

OVER **100** OCTANE

ON SHORT RUNWAYS, AIR FORCE PILOTS CAN SAVE THEIR BRAKES AND TIRES BY RELEASING SPECIAL LANDING PARACHUTE FROM THE TAIL OF THE B-47.

POWERED AND PROTECTED BY G.E

THE B-47 IS OUR FASTEST BOMBER

Six G-E Jet Engines Power Boeing Bomber: G-E Armament System Protects It

The Air Force's B-47, fastest known bomber in the world, is a sleek, swept-wing aircraft, powered by six mighty G-E jet engines. A medium bomber of 600 mph class, it can fly 3000 miles, at an altitude of over seven miles. For protection against enemy attack, it is being equipped with a General Electric radar-controlled gunfire system which can operate even at night or in poor visibility. The complex plane is manned by three highly trained Air Force officers—pilot, co-pilot, and navigator-bombardier.

The Air Force called upon General Electric to supply the power and armament systems for the B-47 because military men recognized G.E.'s long history of engineering leadership. For instance, General Electric has supplied armament systems for several other types of military aircraft before the Boeing B-47, turbosuperchargers for piston-engine planes since 1921, and jet engines since 1942. And, of course, the Air Force knew that General Electric would have the production help of thousands of "small-business" subcontractors a suppliers. Our nation's defense is our most i portant problem, and it takes all kinds of bu nesses, large and small, all working together, assure our continued freedom. General Elect Company, Schenectady 5, N. Y.

ENGINEERS: General Electric is constantly adding to its s of highly skilled engineers and scientists. If you have a ba ground of successful, creative engineering, and are not now defense production, send your qualifications to our Techn Personnel Service Dept., Section B, Schenectady 5, N. Y.

You can put your confidence in—

GENERAL ELECTRIC

1903—Wright Brothers make first powered flight at Kitty Hawk

1910—Eugene Ely takes off from deck of converted battleship

1918—American pilots engage in daring aerial combat over France

1919—Navy flying boat makes first successful trans-Atlantic flight

1921—G-E supercharged Air Corps plane sets altitude record

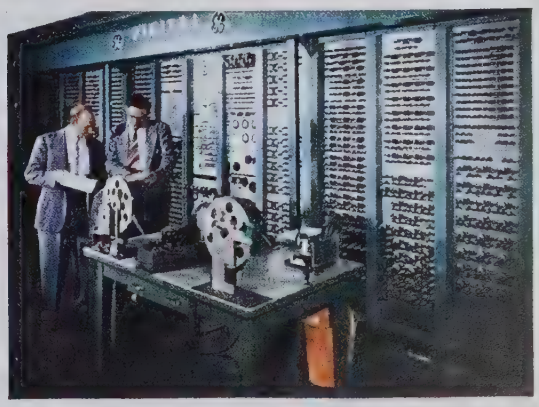
1942—G-E powered Bell P-59, first US jet, test-flown at Muroc, Calif.

1944—Boeing B-29 uses first G-E electronic gunfire system

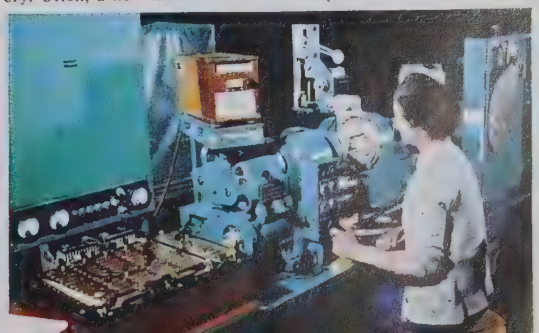
1953—G-E powered North American F-86 outscores MIG

50TH ANNIVERSARY OF POWERED FLIGHT
PROGRESS
SECURITY

G-E ENGINEERS rely upon their experience, ingenuity, and mechanical aids such as the digital computer to accomplish such engineering triumphs as jet engines and radar fire-control systems.



PRODUCTION of complex equipment depends upon advanced engineering techniques and skilled use of modern, costly machinery. Often, a new machine must be designed for one specific job.



Hitco, 1952 ◄ *Midvac Steel, 1952*

Speed

Brown and Root's record of early project completion means a bonus of unexpected production, which in analysis, presents a reduction in plant cost.

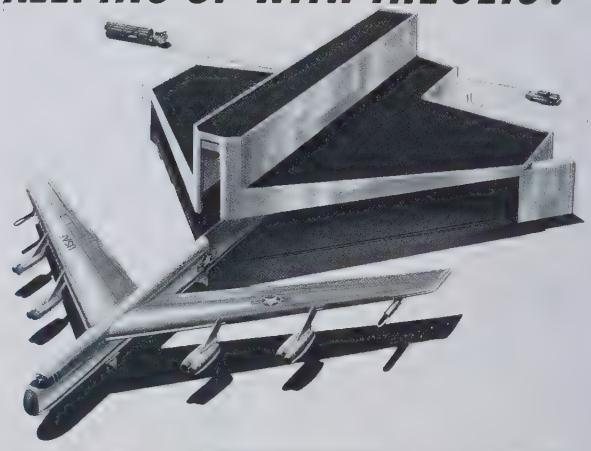
BROWN & ROOT, INC.
Engineers · Constructors
POST OFFICE BOX 3, HOUSTON 1, TEXAS

No. One Wall Street, New York 5, New York
Brown & Root de Mexico, S.A. de C.V., Mexico City, Mexico
Brown & Root Constructiones, S.A., Caracas, Venezuela
Brown & Root, Ltd., Edmonton, Alberta, Canada
Brown & Root, S.A., Panama City, Panama

CABLE ADDRESS—BROWNBILT

Brown & Root, Inc., 1957

KEEPING UP WITH THE JETS!



Creating a hangar, engineering a building, fabrication and construction—Luria provides all these services. Moreover, the unique Luria System of Pre-engineering

Willard Storage Battery Company

—producing *customized* structures from standardized components—successfully helps reduce the time and cost of building. Over 500 aircraft installations and thousands of orders and *reorders* from industry attest to that.

Hangars for aircraft... Buildings for industry... LURIA leads in both!

The Luria line is a *complete* line. For industry: flat-roofs, gable-roofs and crane buildings, all types, all sizes. And for military and commercial aviation: hangars, repair docks, work platforms, utility and terminal buildings.

If you are planning expansion now or in the future, the complete Luria story will certainly be of interest, and very likely,

Radio Corporation of America

of profit to you. Just contact your nearest Luria representative. It pays!

LURIA ENGINEERING Company
511 FIFTH AVENUE, NEW YORK 17, NEW YORK *Plants:* BETHLEHEM, PA. • CHICAGO HEIGHTS, ILL.
District Offices ATLANTA, BOSTON, PHILADELPHIA, CHICAGO, WASHINGTON, D.C., RICHMOND, PITTSBURGH

Luria Engineering, 1956

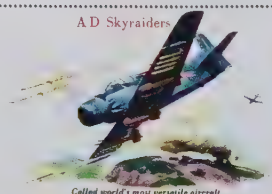
10 years of post-war progress in military aviation

These are some of the aircraft and missiles developed and built by Douglas within the past decade to provide solutions for almost every logistic and tactical problem confronting our military establishment.

But more important to our national defense than the aircraft themselves, is the experienced personnel that brings them into being. At Douglas this experience dates back 35 years, and is spread among thousands of men and women whose combined talents made possible: Globemaster's lift of 50,000-lb. payloads; Skyray's record of 753.4 m.p.h.; Skyrocket's speed of 1327 m.p.h.; new military horizons opened by such jets as the A3D, B-66 and A4D; guided missiles like Nike and rockets like Honest John.

This vast arsenal of experience made possible the Douglas concept of more performance per pound of plane; which is another way of saying—*more defense for your tax dollar.*

A D Skyraiders



Called world's most versatile aircraft

C-118A—R6D

Air Force and Navy versions of the DC-6A

F4D Skyray

Only carrier plane to hold speed record

C-124 Globemaster

Biggest production transport, 25-ton payload

Nike / Rocket

Supersonic anti-aircraft missile already in service

D558-2 Skyrocket

First plane to fly double speed of sound

A4D Skyhawk

Can take off from small carrier with A-bomb

Honest John

Delivers atomic or high explosive warhead

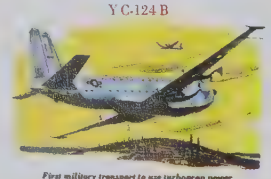
A3D Skywarrior

Navy's largest carrier-based bomber

RB-66

Versatile Air Force reconnaissance bomber

YC-124B



First military transport to use turboprop power

X-3

Jet research plane, performance classified

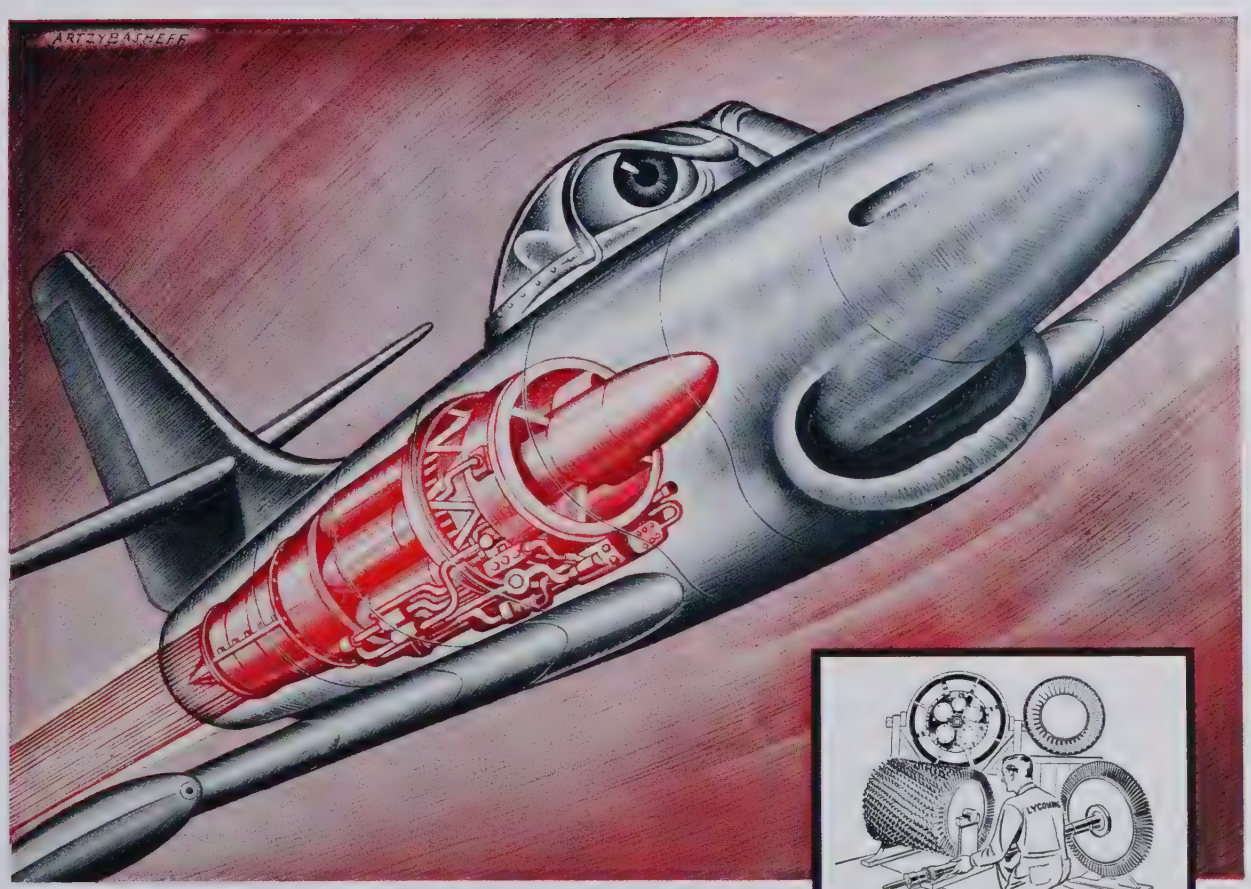
F3D Skyknight

Twin-jet, radar-guided night fighter

Depend on DOUGLAS

First in Aviation

Douglas Aviation, 1951



"Blasts" for Jets

To gun a jet to incredible speeds . . . to power it through the intricate twists and turns of combat . . . to "pour it on" in climbs, in dives, in instantaneous bursts of speed—the mighty engine of a jet plane demands parts that are tough, precise and unfailing. To assure such vital performance, General Electric looks to Lycoming as a leading supplier of the major components that go into its superb J-47 jet engine.

Whether you require precision parts of *any* kind . . . or need high-volume production, product development—or a *complete* air-cooled power plant—Lycoming's extensive research facilities and well-rounded experience stand ready to serve you. *Whatever* your problem—look to Lycoming!

For major engine parts that put the "blast" in jets, **Lycoming is one of General Electric's leading sources of precision production.**

For a more complete story on Lycoming's varied abilities and facilities, write—on your company letterhead—for the interesting, illustrated booklet "Let's Look at Lycoming."

AIR-COOLED ENGINES FOR AIRCRAFT AND INDUSTRIAL USES • PRECISION-AND-VOLUME-MACHINE PARTS • GRAY-IRON CASTINGS • STEEL-PLATE FABRICATION

LOOK TO LYCOMING FOR RESEARCH FOR PRECISION PRODUCTION

LYCOMING-SPENCER DIVISION — WILLIAMSPORT, PA.
BRIDGEPORT-LYCOMING DIVISION — STRATFORD, CONN.

AVCO MANUFACTURING CORPORATION

Lycoming, 1952

▶ *Caterpillar, 1958* ▶▶ *Lukens Steel Company, 1951*

This one was only a test (atomic detonation in Nevada).

Big reason for better roads

"It has been determined as a matter of Federal policy," reports the President's Advisory Committee on a National Highway Program, "that at least 70 million people would have to be evacuated from target areas in case of threatened or actual enemy attack. No urban area in the country today has highway facilities equal to this task."

But such highways are coming: the 41,000-mile National System of Interstate and Defense Highways.

This tremendous network of no-stop freeways offers other vital defense benefits, too. Obviously, it will speed the movement of men and materiel. But more importantly, it will encourage the decentralization of our industries. Already more and more plants are following these fine new roads out of congested cities, out into the wide countryside just minutes away by swift, safe freeways.

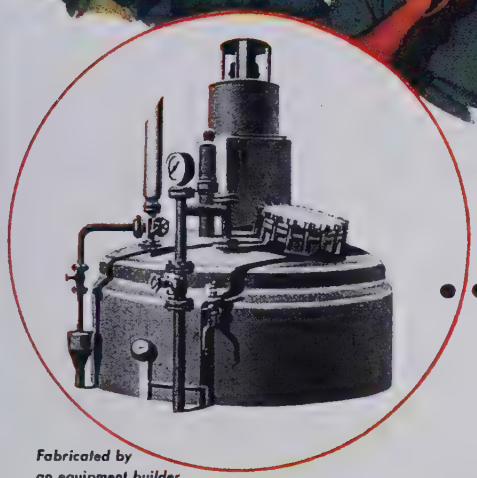
WHAT EVERY CITIZEN SHOULD KNOW

Don't allow the Interstate-Defense Highway Program to bog down. Find out how it will serve you, how much it will actually cost, how long it will take to finish. Send today for a free copy of an informative booklet, "The Road Ahead." Write Dept. 12T, Caterpillar Tractor Co., Peoria, Illinois, U.S.A.

CATERPILLAR
REG U S PAT OFF

Diesel Engines • Tractors • Motor Graders • Earthmoving Equipment

THE WORLD'S NO. 1
ROAD BUILDING EQUIPMENT



Fabricated by an equipment builder using the Lukenomics principle.

. . . or Medicine

Here's a sample of Lukenomics coordination at work. For high purity in Chloromycetin—vital new antibiotic—acid adjustment tanks and fermentation units were built of Lukens Inconel-Clad Steel with specially polished interiors. *Bonus* results: low initial cost, minimum maintenance, special resistance to corrosion threats of salt and other chemicals. And—by use of *clad*—the builder also saved critical amounts of one of today's scarce metals.

. . . whatever your business, if it depends on a production or process operation, consider this: *in the current emergency, how long can you keep on producing?* Here's an idea that may help.

There are progressive *equipment builders* who specialize today in delivering new production potentials despite current shortages. Coordination of the major factors in equipment design, including problem exploration, is the key.

This coordination of effort we call Lukenomics. Through it, such equipment builders combine their specialized experience, and that of competent designers and engineers, with Lukens' knowledge of materials, their production and use.

We can put you in touch with such builders. Write today, outlining your problem. Manager, Marketing Service, Lukens Steel Company, 476 Lukens Building, Coatesville, Pa.

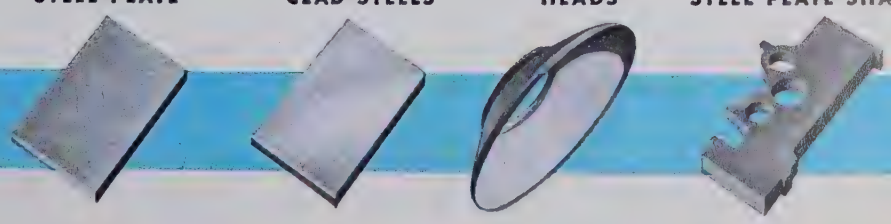
Promote steel production generally—speed sale of your scrap.

LUKENS

LUKENS STEEL COMPANY

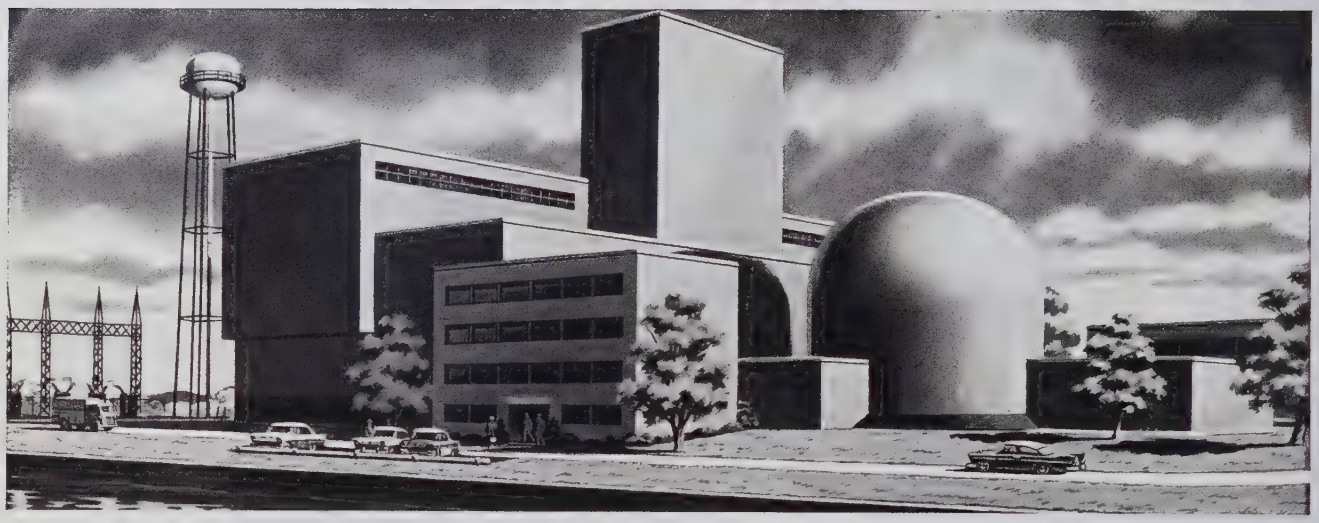
OVER 140 YEARS EXPERIENCE AS THE WORLD'S LEADING PRODUCER OF SPECIALTY STEEL PRODUCTS

STEEL PLATE CLAD STEELS HEADS STEEL PLATE SHAPES

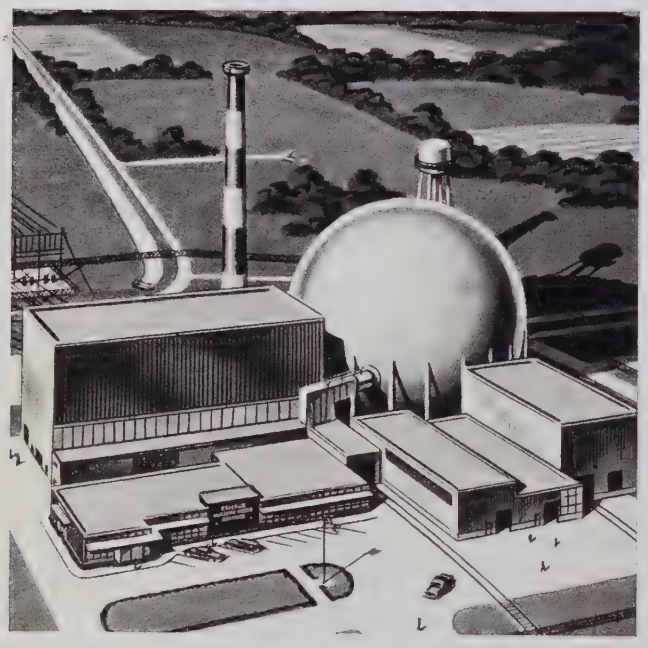


Even <u>this</u> cloud

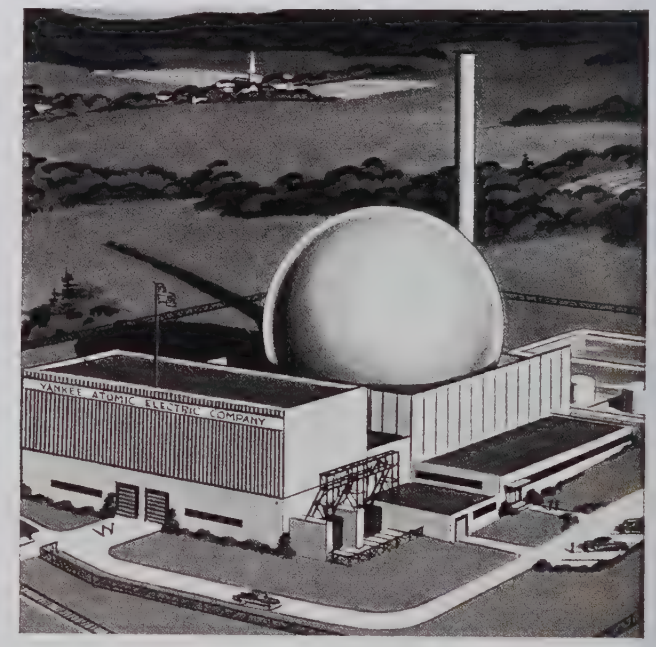
as a silver lining



Enrico Fermi atomic power plant *is under way near Detroit through the joint efforts of 18 electric companies. A group of equipment manufacturers and the Atomic Energy Commission are also associated in the project.*



Dresden, Illinois, plant *is being developed by 7 electric light and power companies, their equipment manufacturers, and with the co-operation of the AEC.*



Yankee atomic-electric plant *is being developed by 12 New England electric companies. A number of equipment manufacturers and the AEC are participating.*

What will atomic-electric power plants look like?

Among the atomic-electric power plants now under way, three will look like the drawings above when completed.

Although they appear somewhat alike, each involves different methods, different materials, a different type of atomic reactor or "furnace." That's because the electric companies, the equipment manufacturers and the U. S. Atomic Energy Commission—who are all participating in atomic development—are searching for the best ways to produce electricity, using atomic energy as fuel.

The development of atomic-powered electric plants is the latest stage in bringing plentiful electricity to America. You can be sure that electric company skills and experience, acquired in 75 years of service, are being applied to this great new job.

America's Independent Electric Light and Power Companies*

**Company names on request through this magazine*

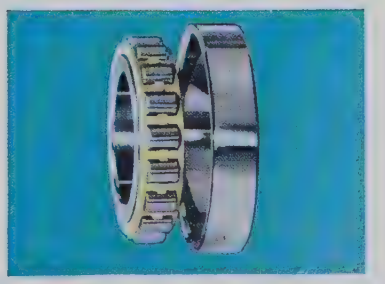
Inco Nickel Company ◀ *Atomic Electric Power, 1957*

▶ *American Bosch Arma Corporation, 1959*

Margin for Error . . . None!

You swing into your final approach. At precisely the right instant the Landing Signal Officer flags you to cut your power—and you're aboard! ☆ Such skill and precision is indicative of that which is required today in *every* phase of the aircraft industry. The bearings in modern jet turbines, for instance, must be held to accurate tolerances measured in millionths of an inch. That's why the leading jet turbine manufacturers specify Bower aircraft bearings first. Their exceptional high quality and unerring precision allow Bower bearings to stand unbelievable turbine speeds and temperatures—that match the supersonic speeds of today's jet aircraft—*with a minimum of lubrication.* ☆ Whatever *you* produce, if it uses bearings, specify Bower! Choose from a complete line of tapered, straight and journal roller bearings for every field of transportation and industry.

BOWER ROLLER BEARING DIVISION
FEDERAL-MOGUL-BOWER BEARINGS, INC., DETROIT 14, MICH.



IDEALLY SUITED TO HIGH-SPEED OPERATION

Built to hold their precision indefinitely, these aircraft bearings are recommended wherever superior quality and high-speed operation are required. For some applications, a special alloy steel—developed jointly by Bower and several aircraft companies—is used.

BOWER ROLLER BEARINGS

Bower Roller Bearings, 1953 ◀ *Bower Roller Bearings, 1957*

United States Gauge, 1953

► *Thiskol Chemical Corporation, 1957*

FRONTIERS UNLIMITED

for solid propellant rocketry

From the deadly **FALCON** to the space-sounding **NIKE-CAJUN**; the short range **LACROSSE** to the massive **RV-A-10**; the powerful **MATADOR** booster, the formidable **NIKE HERCULES**—THIOKOL solid propellant rocket engines have proven their remarkable versatility, ruggedness and power.

Their future possibilities appear almost unlimited. THIOKOL solid propellant propulsion systems can be specifically designed to fit a wide range of rocket power requirements.

THIOKOL rocket engines are simple and low cost in construction. Needing no complex launching techniques, they are ready for instant action even under extreme environmental conditions. This is why military and civilian contractors have specified THIOKOL solid propellant systems for many of our nation's top rockets and guided missiles.

If you are a mechanical, electronic, chemical or aeronautical engineer, a chemist or physicist interested in joining the expanding field of solid propellant rocketry, you are invited to send your inquiries to THIOKOL CHEMICAL CORP., Redstone Div., Huntsville, Ala.; Longhorn Div., Marshall, Texas; Elkton Div., Elkton, Md.; and Utah Div., Brigham City, Utah.

Thiokol® CHEMICAL CORPORATION

780 North Clinton Avenue, Trenton 7, N. J.

® Registered trademark of the THIOKOL Chemical Corporation for its liquid polymers, rocket propellants, plasticizers and other chemical products serving a score of industries

AEROJET-GENERAL CORPORATION AZUSA AND SACRAMENTO, CALIFORNIA

General Tire, 1955

▶ *General Tire, 1958*

THE GENERAL TIRE

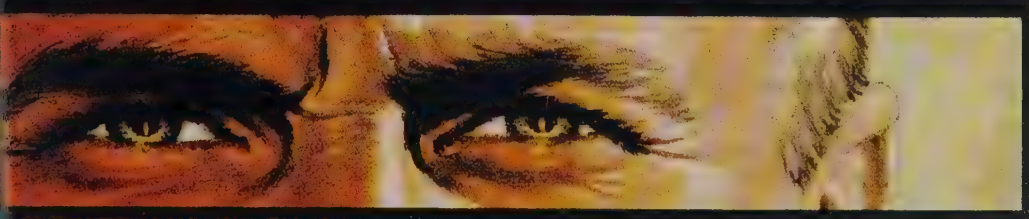
General Tire: pioneer in rocket power

DESTINATION: *known*

earth-shaking . . . ear-shattering . . . eye-searing, these are words that partially describe the terrifying take-off of today's rocket powered missiles.

Aerojet-General is a pioneer in this vital new field and the nation's leading producer of both liquid and solid propellant rocket power plants.

Aerojet-General is a subsidiary of The General Tire and Rubber Company.



AEROJET-GENERAL CORPORATION

AWAKE IN THE DEEP

Soon American seamen aboard swift, nuclear-powered submarines will patrol "Awake in the Deep"... armed with the U.S. Navy's devastating POLARIS fleet ballistic missile. Should they be forced to enter unfriendly waters on a mission of retaliation, a Packard Bell "Digitizer" will play a leading role in the missile's underwater or surface launching. This is one of a series of electronic production and pre-launch check-out devices developed by Packard Bell Electronics for the Missiles and Space Division of Lockheed Aircraft. It is a militarized version of commercial equipment created through company sponsored research... another Packard Bell achievement based upon 34 years of "Engineering Beyond The Expected" for the home, industry and national defense.

To engineers of exceptional ability and earning power
Packard Bell offers *opportunities beyond the expected*, too.

Packard Bell Electronics

HOME PRODUCTS · TECHNICAL PRODUCTS · COMPUTER CORPORATION · SERVICE DIVISION · BELLWOOD COMPANY · TECH INDUSTRIES CORP.

LOS ANGELES 64, CALIFORNIA

Packard Bell Electronics, 1959

▶ *Transitron Electronic Corporation, 1959*

wherever there's electronics...

there's Transitron

From below the sea, launched from a nuclear submarine, the Polaris missile will streak hundreds of miles through the ski
irectly to its target. Transitron's tiny, super-reliable semiconductors play a major part in launching and guiding Polaris through wate
ky and to final destination. At Transitron, more than 4000 skilled employees are working constantly and exclusively to develop high quali
ilicon and germanium semiconductors. In missiles as in radar, computers, atomic subs, communications, jets and thousands of other militar
nd commercial applications — wherever there's electronics . . . there's Transitron, leading the field in advanced semiconductor reliabilit

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Transitron

electronic corporation • wakefield, massachusetts

SALES OFFICES IN PRINCIPAL CITIES THROUGHOUT THE U. S. A. • CABLE ADDRESS: TRELCO

Grumman Citation

LOCKHEED X-7 RAMJET
BLASTS U.S. MISSILES AHEA

...w's most arresting new weapons for the ...w's "Perimeter of Defense" are the rocket-...ered interceptor missiles. Capable of speeds ...'e ramjetic realm—far faster than today's ...ersonic jets—these missiles are guided to ...t. Spotted at strategic points in our continental ...ne system, interceptor missiles will guard the ... wherever invaders might venture.

...heed Missile Systems Division designed and ... the X-7 to expedite interceptor missile de-...pment. Engineered as a ramjet test vehicle, ... X-7 tests the mettle of powerful new engines. ... sophisticated telemetering instrumentation, ...loped by Lockheed scientists, is crammed into every available space in the X-7 "flying laboratory." In stratospheric flight, the X-7 transmits as many as 100 measurements—speed, altitude, aerodynamic behavior—almost simultaneously down to earth monitoring stations.

Here, Missile Systems Division engineers analyze results of hundreds of flights to insure the performance of present-day engines—and to amass data vital to the development of radically new ramjet engines. After flight the X-7 is lowered gently to earth by parachute—saving millions of dollars for the taxpayers and countless hours of manufacturing time.

At Lockheed Missile Systems Division more than 5,000 engineers, scientists and technicians working on high-priority missile programs. ... ...ties at Van Nuys, California, are in full opera... New missile research laboratories are at Palo ... California, and additional engineering and m... ...facturing facilities are being built at Sunnyv... few miles away.

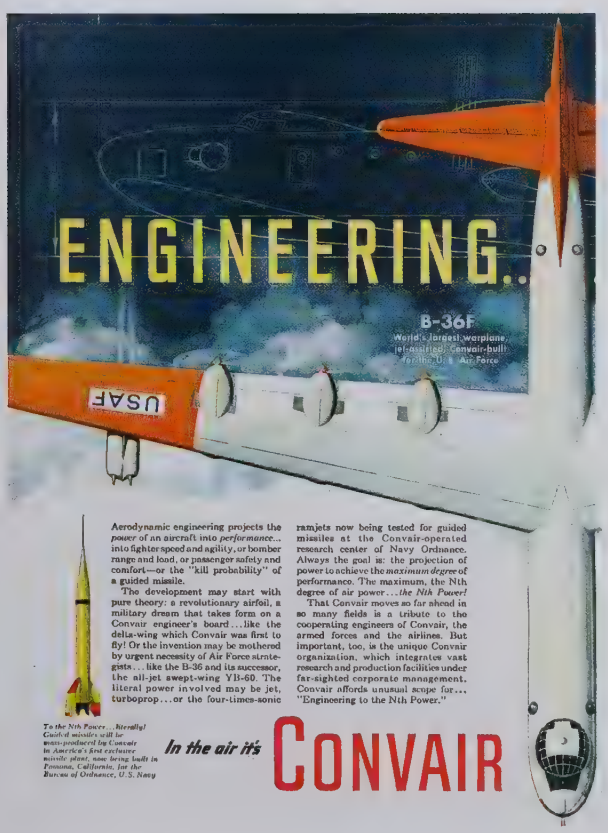
Lockheed's continuing contributions to fu... missile developments have created many ne... gineering and scientific career openings. If ... value the opportunity to rise in your professi... live and work in pleasant and healthful surro... ings, write: Research & Engineering Staff, L... heed Missile Systems Division, Sunnyvale, C...

LOCKHEED MISSILE SYSTEMS DIVISION • Van Nuys, Palo Alto, Sunnyvale, California

Lockheed, 1956

Foote Bros., 1956

Grumman Aircraft, 1953



Convair

Torrington Bearings, 1950

And the winner is...

Based On Principles Learned At Hiroshima And Nagasaki

Could your house survive a five megaton H-bomb? You bet, if your family residence was constructed of blast-resistant concrete. Built from technology "based on principles learned at Hiroshima and Nagasaki," this home for the paranoid Cold War years offered a worrisome nation some momentary mental relief from that awful Russian menace. Build your house out of concrete, the ad implies, and that gnawing Communist aggression could be dismissed along with the hard realities of nuclear power. Right.

Mit der Erfahrung von Hiroshima und Nagasaki

Könnte Ihr Haus einer Fünf-Megatonnen-Wasserstoffbombe standhalten? Gewiss doch, wenn Ihr Eigenheim aus bombensicherem Beton gebaut wurde. Auf dem Stand der Technik »mit der Erfahrung von Hiroshima und Nagasaki« bot dieses für die paranoiden Jahre des Kalten Krieges entwickelte Haus einer verängstigten Nation so etwas wie zeitweilige seelische Erleichterung von der gräulichen russischen Bedrohung. Bau dein Haus aus Beton, deutet diese Werbung an, und die zersetzende kommunistische Aggression lässt sich mitsamt den harten Realitäten atomarer Macht aus der Welt schaffen. Dann mal ran.

Selon des principes découlant de Hiroshima et Nagasaki

Votre maison peut-elle survivre à une bombe H de cinq mégatonnes? Sans problème, si elle est construite avec du béton anti-explosions. Conçue selon des principes « découlant de Hiroshima et Nagasaki », cette maison propose à une nation inquiète, en ces années de Guerre Froide et de paranoïa régnante, un réconfort moral momentané face à la terrible menace russe. Bâtissez votre maison en béton, suggère la réclame, et l'obsession de l'agression communiste pourrait s'envoler, tout comme la sinistre réalité de l'énergie nucléaire. Bravo.

Now you can protect precious lives with

An all-concrete blast-resistant house

Here's a house with all the advantages of any concrete house—PLUS protection from atomic blasts at minimum cost.

A firesafe, attractive, ***low-annual-cost*** house, it provides comfortable living—PLUS a refuge for your family in this atomic age.

The blast-resistant house design is based on principles learned at Hiroshima and Nagasaki and at Eniwetok and Yucca Flats. It has a reinforced concrete first floor and roof and reinforced concrete masonry walls. The walls, the floor and the roof are tied together securely with reinforcement to form a rigidly integrated house that the engineers calculate will resist blast pressures 40% closer to bursts than conventionally-built houses.

Anywhere in the concrete basement of the house would be much safer than above ground but a special shelter area has been provided in this basement to protect occupants from blast pressures expected at distances as close as 3,600 feet from ground zero of a bomb with an explosive force equivalent to 20,000 tons of TNT. This shelter area affords protection from radiation, fire and flying debris as well. And the same shelter area also can serve as a refuge from the lesser violence of tornadoes, hurricanes and earthquakes.

The safety features built into this blast-resistant house are estimated by the architect and engineer to raise the cost less than 10%.

Concrete always has been known for its remarkable strength and durability. That's why it can be used economically to build houses with a high degree of safety from atomic blasts.

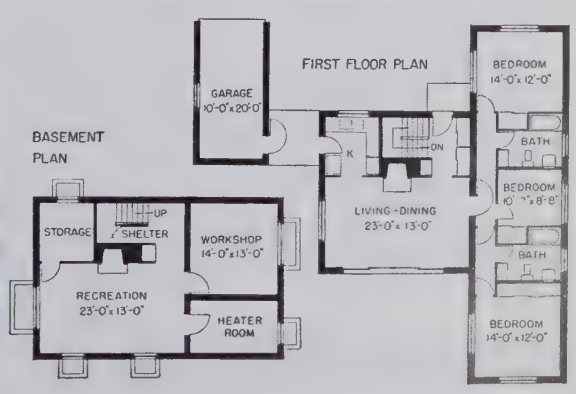
Like all concrete structures, blast-resistant concrete houses are moderate in first cost, require little maintenance and give long years of service. The result is ***low-annual-cost*** shelter. Write for folder.

PORTLAND CEMENT ASSOCIATION

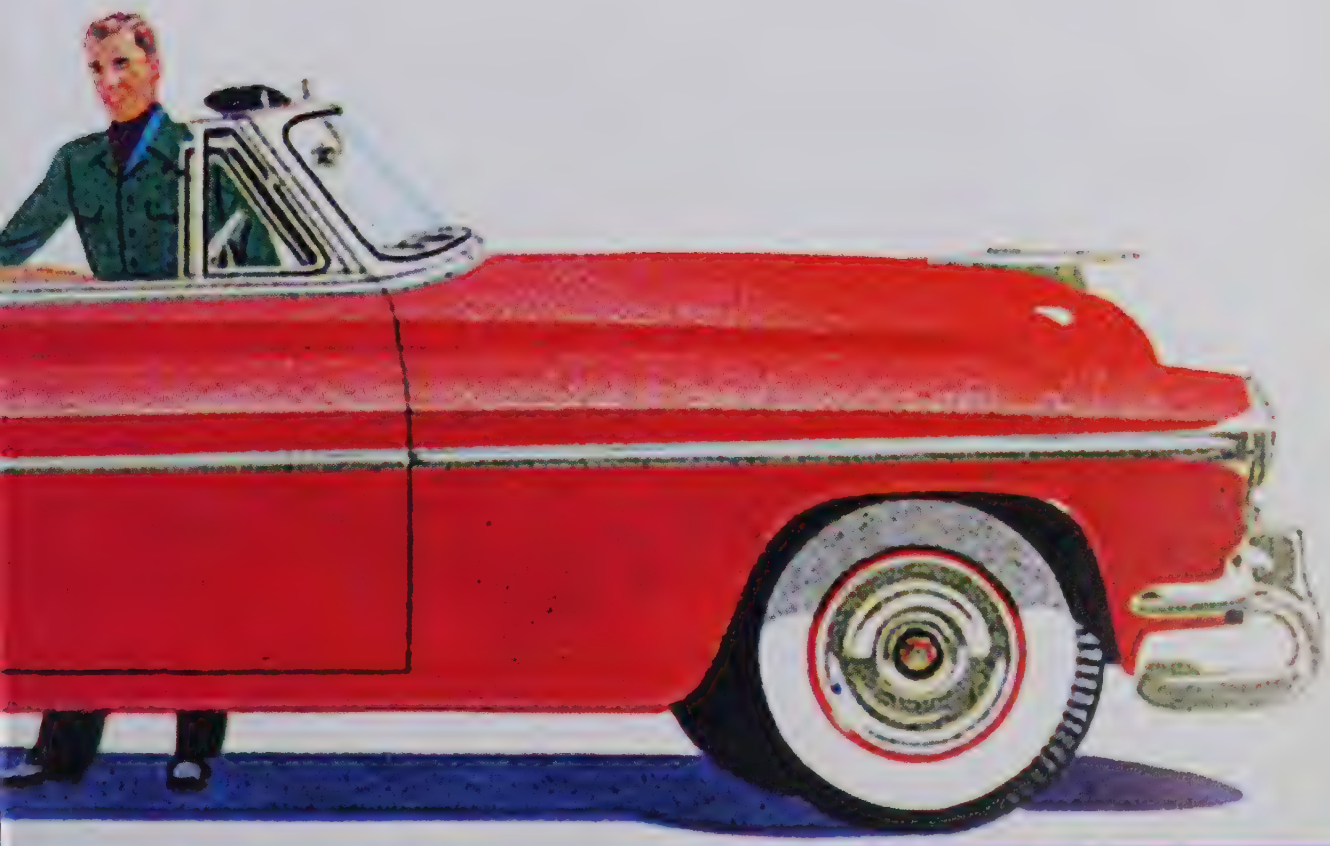
Dept. A6-9, 33 West Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work.

Interiors of a blast-resistant house have all the charm and livability of conventional houses.



Portland Cement Association, 1955



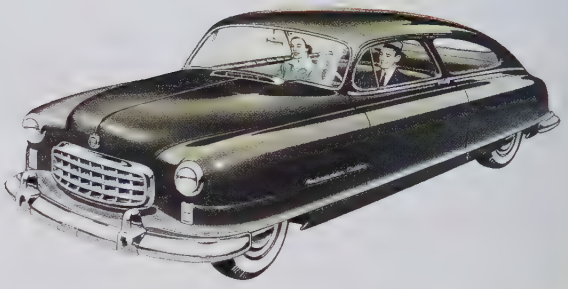
No other fine car speaks as much for itself – or its owner – as the Lincoln Cosmopolitan. Its air of elegance is apparent. Its exclusiveness – unquestionable. Its great reputation for performance – recognized the world over. In every way, it is the First Car of the Land. Lincoln Division of Ford Motor Company.

All Lincoln cars equipped with improved HYDRA-MATIC transmission at extra cost

Lincoln ... Nothing could be finer

Lincoln, 1950

The One Fine Car that DARES to be Different



Settle back behind the wheel of a magnificent new Nash Ambassador Airflyte. Relaxing foam-sponge comfort. Enjoy the luxury of exquisite appointments in America's most modern fine car. Experience the best in motoring in a car that costs far less than other fine cars.

Yes, the Nash Ambassador steps beyond today into tomorrow and brings you qualities which no other car can offer.

Only Nash can give you Turbo-Head Power: Touch your toe to the throttle and feel the flashing lunge of Turbo-Head power. America's top high-compression performer on regular gas. The only American car with a 100% counter-balanced 7-bearing crankshaft, just as in the world's most expensive automobile.

Only Nash offers Hydra-Matic Drive with Selecto-Lift Starting: Just lift the lever and go! And the Nash Ambassador gives you a choice of three transmissions—Hydra-Matic Drive, Automatic Overdrive or Standard Synchro-Mesh Transmission!

Only Nash offers such Economical Operation*: Ordinarily you expect to pay a premium for big-car luxury and performance. Yet, in a Nash Ambassador, you get a third more miles per gallon than with other cars in size; and you do it on *regular*—not high test—gasoline.

Only Nash can give you Airflyte Construction: Body and frame are one integral welded unit. Stronger, safer, twice as rigid. Everlastingly free of body squeaks and rattles.

Only Nash can give you Sky-Lounge comfort: Of all fine cars, only the Nash Ambassador lets you loll back at any angle you choose, to rest or snooze in an Airliner Reclining Seat (optional, extra). Only in a Nash can you enjoy the convenience of Twin Beds.

Only Nash can give you all these features: The comfort of Weather Eye Conditioned Air . . . the increased visibility of one-piece curved windshield in all models . . . the convenience of Uniscope and Pull-Out Glove Drawer.

See—drive—compare the 1950 Nash Ambassador before you buy any fine car!

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Michigan

*In the recent Grand Canyon Economy Run from Los Angeles to the Grand Canyon—the Nash Ambassador averaged 26.4 miles per gallon on regular gasoline.

Nash Great Cars Since 1902

Ambassador *Airflyte*

Available with Hydra-Matic Drive and exclusive Nash Selecto-Lift Starting

☆ THERE'S MUCH OF TOMORROW IN ALL NASH DOES TODAY ☆

Nash, 1950

Who wins the battle of the open window?

A tousled hair-do and ruffled temper . . . or stuffy air and stony silence? It's a battle nobody wins . . . as every woman knows.

It's a battle that *never begins* . . . if you own a Mercury. Because Mercury's ventilating system gives you a complete *change of air* in a matter of seconds . . . with no annoyance drafts.

It's just one of the important little things that make the great, big, beautiful new 1950 Mercury so blissfully *easy to live with*. It's just one of the reasons why more and more smart "happily-married" are making Mercury their car. For other good reasons, check the quiz below.

What's *your* marriage A.Q.*?

Do you think it's dull to stay home and go for a drive with your husband? (It's fun having a fine ride in your own car together in the Glass-house in a Mercury.) YES ☐ NO ☐

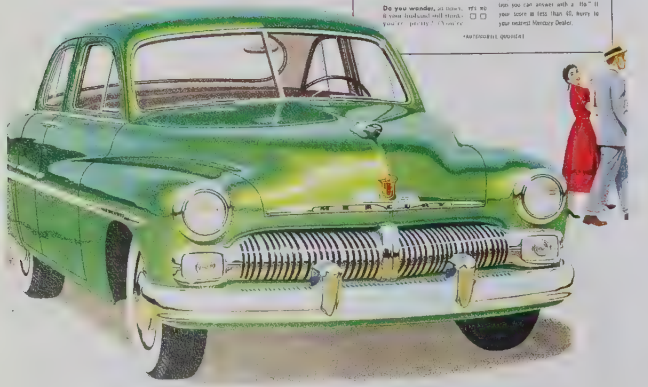
Does your husband make fun of your driving? (He complains you'll get into a Mercury. You just won't help being expert.) YES ☐ NO ☐

Do you wonder, at times, if your husband will think you're pretty? (You're a picture in the smart dash Mercury. It's hard to resist.) YES ☐ NO ☐

Does "budget-guilt" make you squirm your dreams of having a new car? (The new Mercury is a money-saver. No heavy on-maintenance, no costly parts.) YES ☐ NO ☐

Give yourself 10 points for every question you can answer with a "No." If your score is less than 45, hurry to your nearest Mercury Dealer.

*MATRIMONIAL QUOTIENT



She's married—She's happy— She drives a **MERCURY**

MERCURY DIVISION OF FORD MOTOR COMPANY

Oldsmobile, 1952 ◀ Mercury, 1950

For the open road . . . the carefree heart . . . the urge to follow the sun—there is no car quite like the Lincoln. It adds more holidays to the year than you ever dreamed any calendar could hold. Why not see what a change a new Lincoln can make in your life! Lincoln Division of Ford Motor Company.

All Lincoln cars equipped with improved HYDRA-MATIC transmission at extra cost

Lincoln ... Nothing could be finer

Lincoln, 1950 ▶ Lincoln, 1950 ▶▶ Pontiac, 1950 ▶▶▶ Pontiac, 1951

Exciting to look at—thrilling to drive!

Lincoln for 1951

*All Lincoln cars equipped with improved HYDRA-MATIC transmission at extra cos

THERE'S A NEW and exciting Lincoln for you to see! A sleek, debonair car with the look of an adventurer . . . with a giant heart and a gypsy spirit . . . as your first ride will prove!

For under its gleaming hood is the great Lincoln V-type 8-cylinder engine, eager as a thoroughbred colt! Anxious to take you places.

And how you *will* go places. With this mighty Lincoln engine coupled with HYDRA-MATIC*, you've got the freedom and power of an eagle in soaring flight—right under your very toe!

And *inside* this dramatically new Lincoln, there's exciting news as well! Tailor-fashioned upholsteries . . . a new kind of smart and modern motorcar decor . . . and Fiberglas soundproofing. Yet all of this car luxury costs less than you imagine!

Arrange with your Lincoln dealer for your personal driving experience in a glamorous new Lincoln or the magnificent new Lincoln Cosmopolitan, finest of 1951's fine cars. These cars enhance the great and growing Lincoln reputation for creating the best of everything in automobiles. If you've looked forward to the day when your car will be the one most exciting to look at—most thrilling to drive—the new Lincolns await your inspection.

Lincoln Division • Ford Motor Company

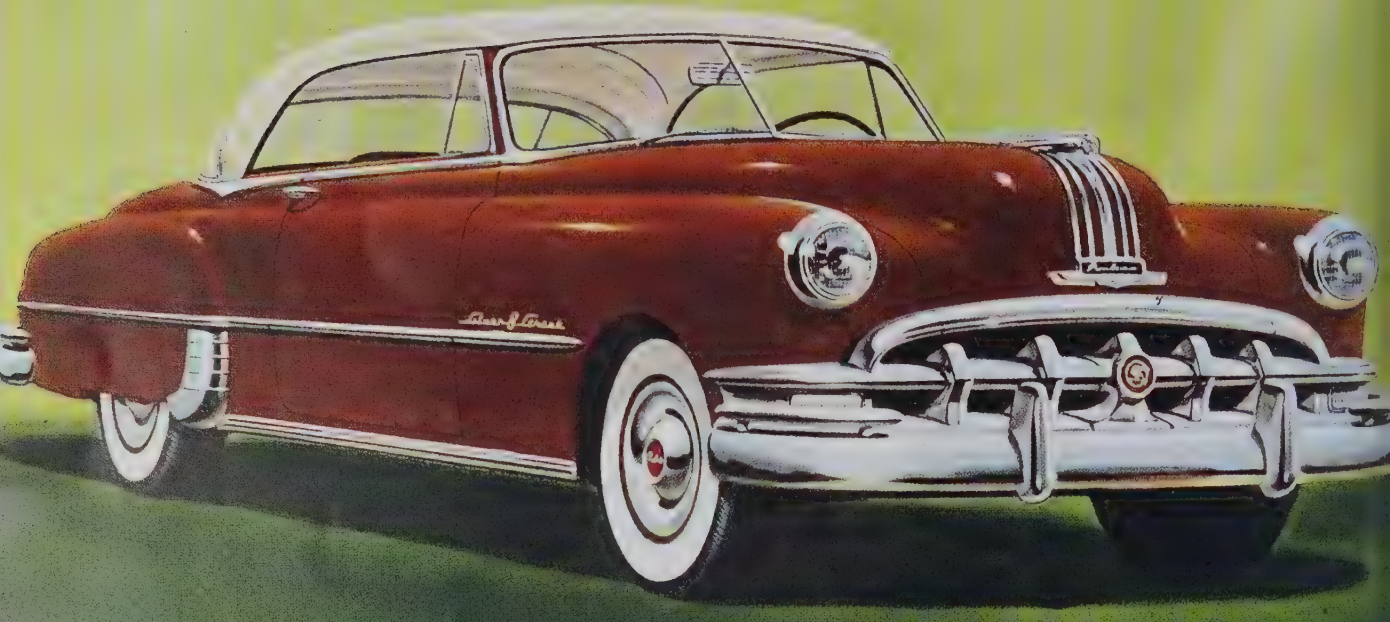
Lincoln—Nothing could be finer

The most beautiful thing on wheels

DOLLAR FOR DOLLAR

you can't beat a

PONTIAC

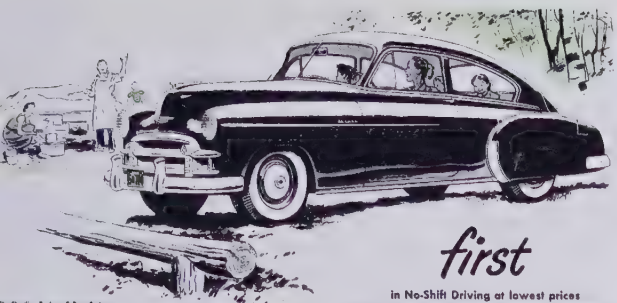


NOTHING NEAR PONTIAC'S MODEST PRICE

OFFERS ITS *SUPERLATIVE* BEAUTY, PERFORMANCE AND LONG RANGE ECONOMY

Dollar for Dollar you can't beat a
Pontiac
All it needs is you behind the wheel!

1926
1951
Dollar for Dollar you can't beat a
Pontiac
Pontiac
ment, accessories and trim
ated are subject to change without notice.
Wonderful—in Sunlight or Moonlight!



The Handsome De Luxe 2-Door Sedan

first

in No-Shift Driving at lowest prices

Drive a Chevrolet with Powerglide Automatic Transmission* and you'll agree it's first and finest for *no-shift driving* at lowest cost. All you have to do is steer, accelerate and stop. There's no clutch pedal—no gears to shift in normal driving. And you glide through all speed ranges with a smooth, unbroken flow of power.

and finest

in Valve-in-Head road action with economy

Your own tests will tell you the only way to equal Chevrolet's brand of thrills and thrift is to *buy a Chevrolet!* For here's a combination of acceleration, hill-climbing ability, dependability and economy exclusive to this one low-priced car. That's true whether you choose a Chevrolet with the 105-h.p. Valve-in-Head Engine and Powerglide Automatic Transmission, or a Chevrolet with the highly improved standard Valve-in-Head Engine and Synchro-Mesh Transmission.

*Combination of Powerglide Automatic Transmission and 105-h.p. Engine optional on De Luxe models at extra cost.

at lowest cost

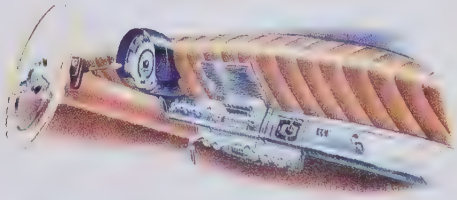
only low-priced car with all these fine car features

Most pleasing of all, Chevrolet brings you feature after feature of the highest-priced cars at lowest prices. For example, Body by Fisher for the finest beauty, comfort and safety. Center-Point Steering and the Unitized Knee-Action Ride for outstanding steering-ease and riding-ease. Curved Windshield with Panoramic Visibility and Proved Certi-Safe Hydraulic Brakes for maximum safety-protection. Buy Chevrolet and you buy the car that's *first and finest at lowest cost!*

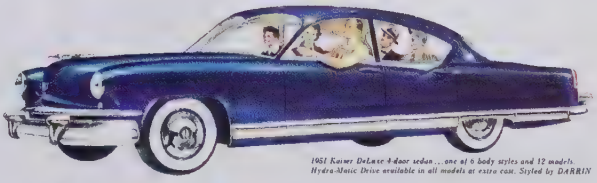
AMERICA'S BEST SELLER . . . AMERICA'S BEST BUY

Chevrolet, 1950

This year it's clear...



Kaiser's the car!



1951 Kaiser DeLuxe 4-door sedan . . . one of 6 body styles and 12 models. Hydra-Matic Drive available in all models at extra cost. Styled by DARRIN

1951 Kaiser... the only car with Anatomic Design!

1951 Kaiser sedan Wins World's Highest Honor
Grand Prix D'Honneur at Cannes, France

From the sensational new Safety-Cushion Padded Instrument Panel to the smart, continental High-Line rear Fenders, the beautiful KAISER is the *all-new* car for 1951.

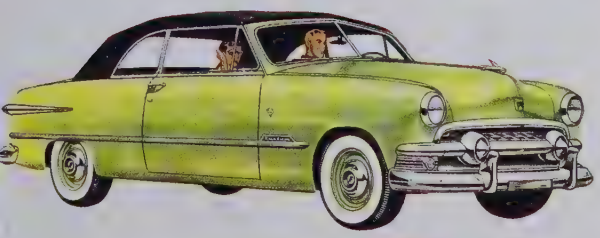
You look out through the biggest of all windshields, unhampered by thick corner posts, for the widest vision in any car. Wide doors, curving high into the roof, let you step in without knocking off your hat. The Tuck-Away Tire Well gives you extra trunk space because the spare tire is stored under the luggage compartment . . . not in it!

The great Kaiser Supersonic Engine is the most efficient engine on the highway today. Inside and out, Kaiser's the *all-new* car for 1951. See it—drive it at your Kaiser-Frazer dealer's today!

Built to Better the Best on the Road!

Kaiser, 1950

It's in the '51 FORD – new FORDOMATIC AUTOMATIC TRANSMISSION



Now Borg-Warner and the Ford Motor Company, working hand in hand, bring you Fordomatic Drive . . . the newest of all automatic transmissions.

Today you enjoy the crowning benefit of the Borg-Warner-Ford association that began long before the famed Model "T". It's *Fordomatic Drive*, the no-shift transmission that creates a new standard of driving enjoyment.

Engine power is translated into a new kind of ride, luxurious in its hushed smoothness. 92% of the work of driving is done for you. It's pleasure all the way. Command with the gas pedal—Fordomatic response is positive, *instant*, whether you want to take off, cruise, or climb hills.

There's sure, solid braking by the engine for safe hill descents. Rocking in mud or snow is even easier than with standard transmissions. And to top it all—you get real gas economy.

Fordomatic gives you traditional Ford quality, the result of specialized Ford skills. In addition, you benefit from famous B-W engineering and production that have served the fast-growing auto industry steadily since its infancy. Today, in 19 out of the 20 makes of cars you'll find B-W parts such as transmissions, overdrives, clutches, universal joints, propeller shafts, radiators, and timing chains.

new "JET-AWAY" PERFORMANCE

You sweep out smooth and fast with Fordomatic Drive. No hesitation, no need to race the engine. For steep grades, for fast passing, this new drive lets you summon a super-power range at a touch of the gas.

new FULL MILEAGE FROM EVERY GALLON

Fordomatic automatically selects the right drive ratio for you on the instant to give you maximum driving efficiency and economy at all times.

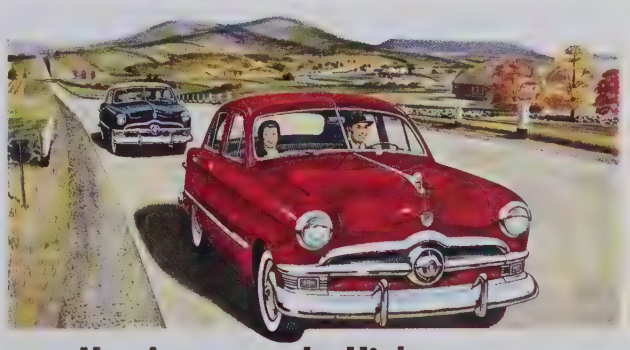
new SAFETY DOWN HILLS

With this drive, the engine can actually help to slow the car on slow-grades. For extra safety, go into "low" at any time you desire.

ALMOST EVERY AMERICAN BENEFITS EVERY DAY FROM THE 185 PRODUCTS MADE BY BORG-WARNER

These units form BORG-WARNER, Executive Offices, 310 S. Michigan Ave., Chicago: BORG & BECK • BORG-WARNER INTERNATIONAL • BORG WARNER SERVICE PARTS • CHICAGO STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • FRANKLIN STEEL • BORGROLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • BORGE CHAIN • BORGE CHAIN, LTD. • BORGE • BORGE SEAT • BORGO PRODUCTS • ROCKFORD CLUTCH • SPRING HYDRAUL • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.

Pontiac, 1951 ◀ *Borg-Warner, 1951*



Handsome on the Highway... Husky and Smooth in the Hills!

Take a good long look as the Fords go by. There's "Fashion" written in every low, lovely line! Outside, inside from sparkling-fresh, baked-on body colors to smartly tailored upholstery . . . Ford's America's best-dressed car!

What's more, Ford's heavy-gauge all-steel "Lifeguard" Body and sturdy box-section frame are built for rugged service. You get smooth riding comfort on any road, with the famous "Mild Ship" Ride, on Sofa-Wide seats for six!

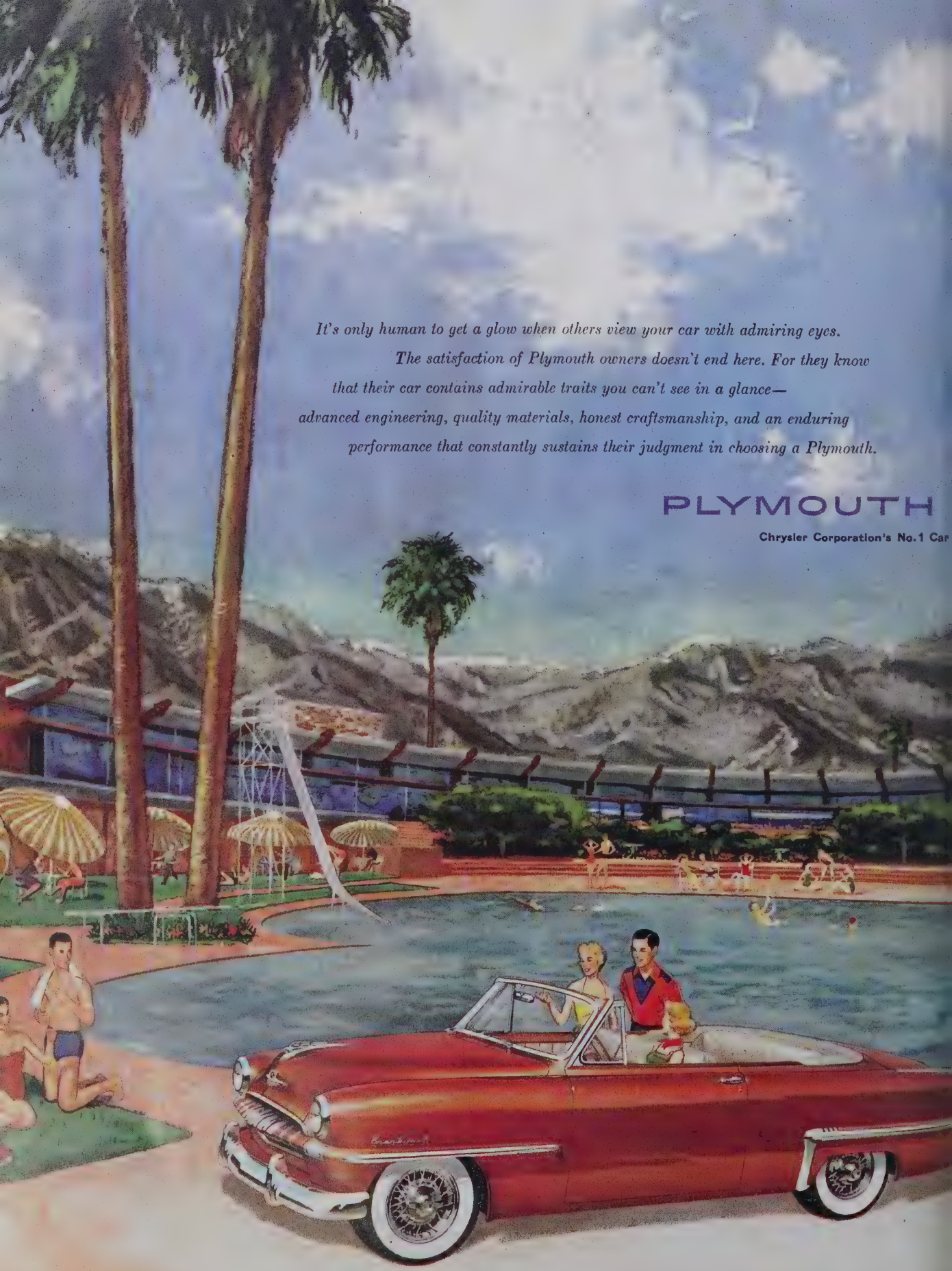
You'll enjoy the instant response of Ford's new "hushed" 100 h.p. V-8 engine or its quality companion, the advanced 95 h.p. Six! And Ford's durability and running economy make it as thrifty to drive as it is to buy!

Yes, for beauty, comfort and performance . . . for long life and economy, as well . . . Ford's the one fine car in its field! A "Test Drive" will show you why. You'll see, hear and feel the difference!

"Test Drive" the Big New FORD

Ford, 1950 ▶ *Plymouth, 1950*

Won't you join the Jury?



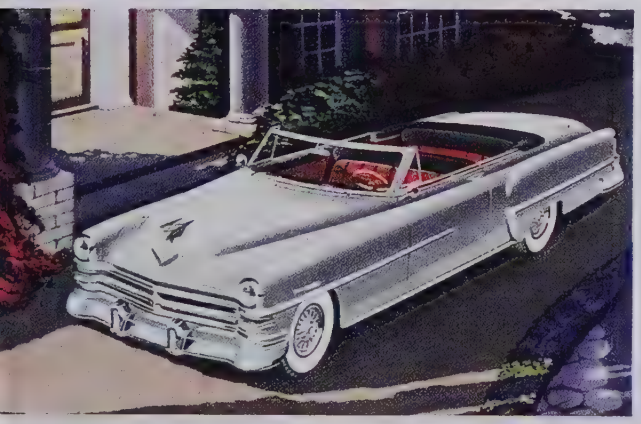
The Plymouth Cranbrook Convertible Club Coupe, shown at the Shadow Mountain Club, Palm Desert, near Palm Springs, Calif.

New Yorker DeLuxe 4-door Sedan

Now on display

AMERICA'S **FIRST FAMILY** OF FINE CARS

New Yorker DeLuxe Convertible— *New Yorker and New Yorker DeLuxe in 9 body styles*



A stunning new mood in **Highway Fashion!**

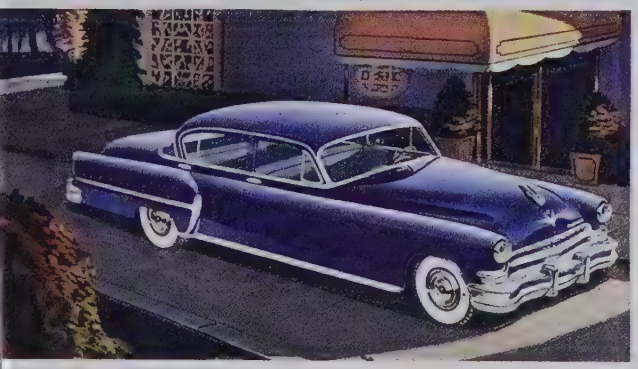
Never before has such a brilliant array of fine motor cars been introduced to the American public . . . styled to create a glamorous new mood in Highway Fashion . . . and embodying the kind of engineering the world associates with Chrysler performance and safety!

And here is a *range* of cars unequalled anywhere. The beautiful Windsor line . . . lowest-priced of all Chryslers. The spectacular New Yorker . . . whose performance has all America talking. The matchless Imperial . . . custom-built for those who demand the absolute finest. All in a variety of body models, colors, and interior trim combinations to suit every need and every wish.

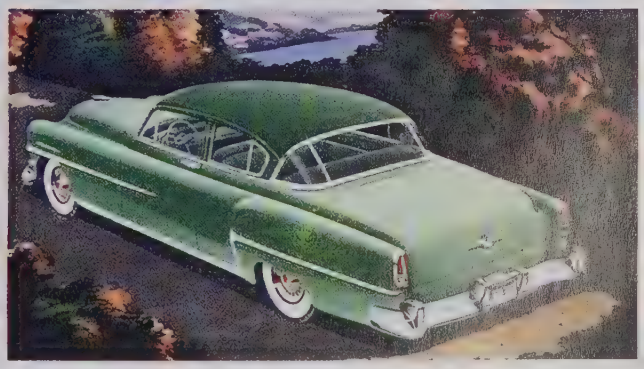
. . . and now on display at your nearby Chrysler dealer's!

The beautiful 1953 **CHRYSLER**

Custom Imperial 4-door Sedan—*Imperial line also includes the Town Limousine*



Windsor Club Coupe—*Windsor and Windsor DeLuxe in 7 body styles*



Plymouth, 1953 ◄ Chrysler, 1952

The most important new car in America... Henry J

"It fills the needs, the wants, the purchasing power of all America as no other car has done in the last ten years, and has the full generous proportions to which Americans are accustomed. It is the car that every American family can afford to buy, to operate, to maintain, and be proud to own."

(signed) HENRY J. KAISER

Henry J Sedan...See it today at your Kaiser-Frazer dealer!

smart!

The Henry J's a honey! Smart to look at ... smart to own! Note the "low waistline"... speed-style radiator grille... flared upswept fenders... fashioned flanges at wheel cut-outs. Extra-wide doors, front seat 5 feet wide! And the rear seat folds forward, giving you 55 cubic feet of storage space!

tough!

The Henry J's tough as an elephant yet nimble as a kitten! Husky Double-Channel Frame... the rear axle, Hypoid-geared, as in most expensive cars! Largest vision area in any low-priced car! Short turning radius, Triple-Control Steering, oversized brakes make it far *safer*, much easier to handle, to park!

thrifty!

The Henry J means less to pay every way. You get up to 30 to 35 miles per gallon from the quiet, responsive Supersonic Engine (choice of 4 or 6 cylinders). Lower maintenance... repair bills... insurance... operating cost! Your savings, in just two years, can more than total the down payment on the Henry J!

costs **less to buy** ... **less to drive** ... **less to maintain!**

Built to Better the Best on the Road!

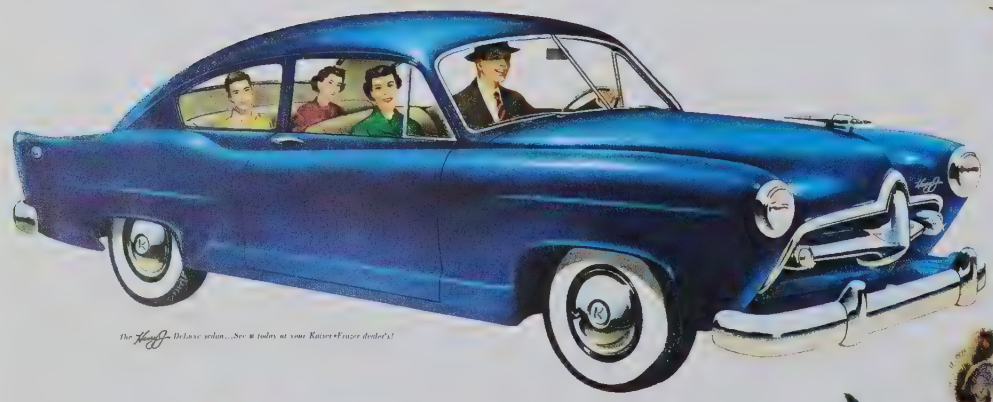
Kaiser-Frazer Sales Corporation, *Willow Run, Michigan*

©1950 KAISER-FRAZER SALES CORPORATION

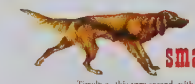
Henry J, 1950

the car for today! ...The Henry J

America's most important new car!



The Henry J DeLuxe sedan...See it today at your Kaiser-Frazer dealer's!



smart!

Timely as this very second, with a new Windswept design that's as smart as it's practical and as comfortable as it's smart... with new speed-style radiator grille and flared upswept fenders... roomy, double-purpose interior that converts to give you 51 cubic feet of storage space!

tough!

Yes, tough as an ox! Husky Double-Channel Frame reinforced like a steel bridge... shorter turning radius for easiest parking... Triple-Control Steering and oversized brakes for easiest, safest handling! Ruggedly built for long-lasting service.

thrifty!

Up to 30 35 miles a gallon from its smooth, responsive Supersonic Engines (Henry J—4 cylinder; Henry J DeLuxe—6 cylinder). Saves on maintenance... repairs... operating cost... yes, even insurance! Come in and let us *prove* its amazing economy—*now!*

costs **less to buy** ... **less to drive** ... **less to maintain!**

and nimble as a kitten!

Built to Better the Best on the Road!

Kaiser-Frazer Sales Corporation, *Willow Run, Michigan*

©1950 KAISER-FRAZER SALES CORPORATION

Henry J, 1950

▶ Henry J, 1951 ▶▶ Chevrolet, 1953

Meet America's smartest new car!

The Henry J sedan $1299.

Delivered at Willow Run, with Federal taxes paid. Only white sidewall tires, de luxe bumper guards, wheel rings, and local tax (if any) additional. Price subject to change without notice.

Kaiser★Frazer's Henry J receives the famous Fashion Academy Gold Medal Award

for its "smart fashion appeal"

Beauty already hailed by millions . . . now officially recognized as supreme! The roomy front seat of the Henry J provides living-room comfort . . . its double-purpose interior affords luggage space galore!

for its "superb performance"

Its Supersonic Engine gives you faster getaway, more responsive power. Its short turning radius, Triple-Control Steering and oversized brakes make it the perfect car for today . . . the ideal car for the *busy* life!

for its "unprecedented economy"

The lowest cost, lowest down payment, lowest monthly payments of any full-size car in America! And it gives you up to 30 to 35 miles per gallon! Lower maintenance, repair bills, operating costs. See your Kaiser-Frazer Dealer today!

The Henry J costs less to buy . . . less to drive . . . less to maintain! Built to Better the Best on the Road!

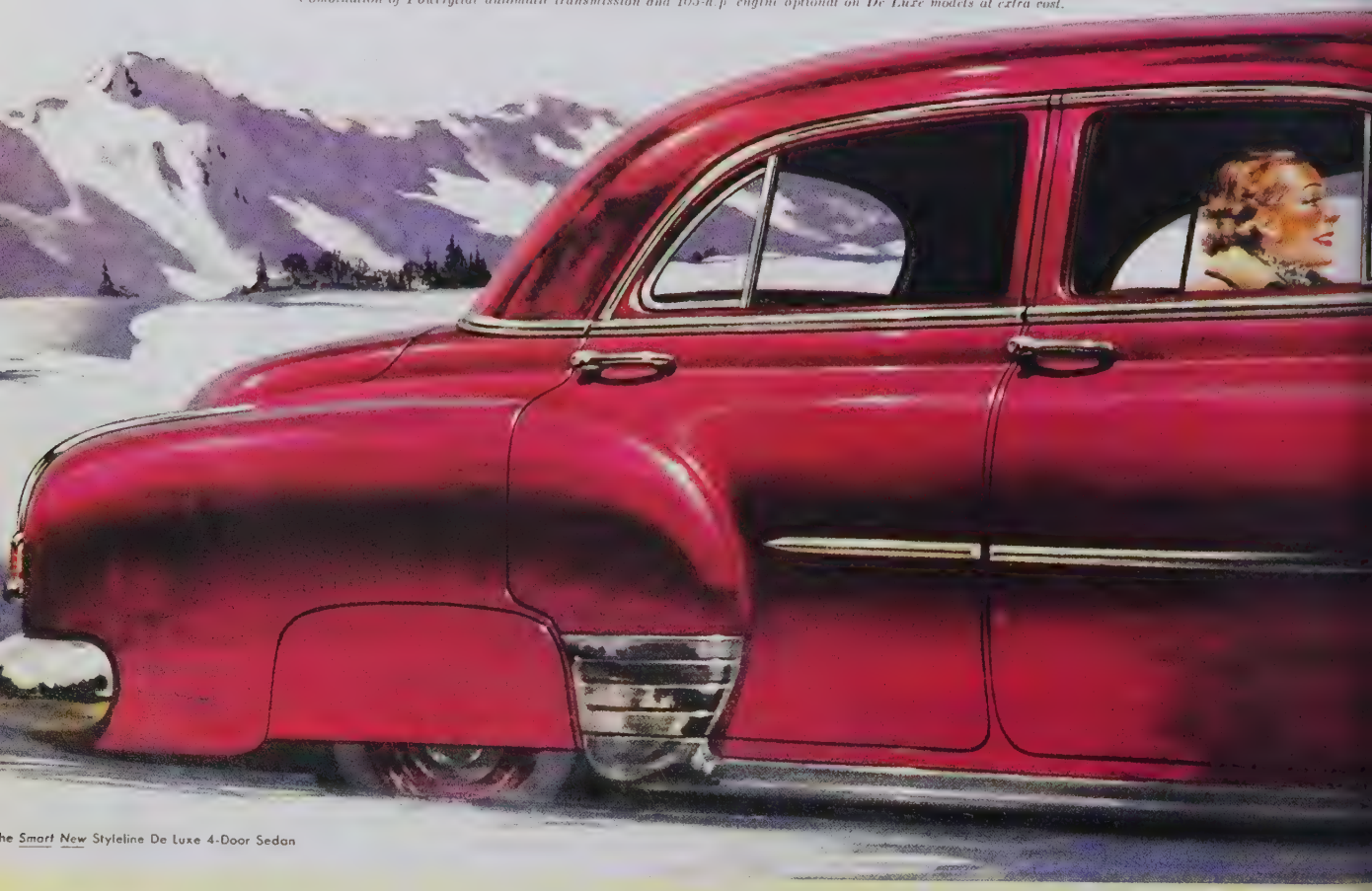
©1951 KAISER-FRAZER SALES CORP., WILLOW RUN, MICHIGAN

Here's what's **NEW** *in motor cars for 1951 . . . all in America's Largest and Finest Low-priced Car!*

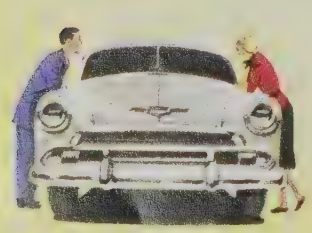
plus Chevrolet's time-proved POWER*Glide* automatic transmission*

Look—and see! All these *new* things, all these *pleasing* things, all these *proved* things you and your family want in an automobile, are yours in the '51 Chevrolet—*America's largest and finest low-priced car!* You'll find it's outstanding—in size, in styling, in comfort, in Valve-in-Head engine performance, and in time-proved *no-shift* driving or *standard* driving—all at lowest cost. See it, drive it, and you'll *know* it's the smartest buy of the year! Chevrolet Motor Division, *General Motors Corporation*, Detroit 2, Michigan.

**Combination of Powerglide automatic transmission and 105-h.p. engine optional on De Luxe models at extra cost.*



he Smart New Styleline De Luxe 4-Door Sedan



NEW *America-Preferred Bodies by Fisher*

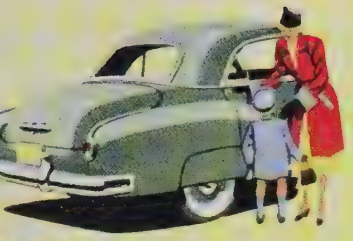
With new and even more strikingly beautiful lines, contours and colors . . . with extra-sturdy Fisher unisteel construction . . . Curved Windshield and Panoramic Visibility . . . the smartest, safest, most comfortable edition of Chevrolet's America-preferred Bodies by Fisher.

NEW *Modern-Mode Interiors*

With upholstery and appointments of outstanding quality, in beautiful two-tone color harmonies . . . with an even more attractive steering wheel embodying a new full-circle horn ring (on De Luxe models) . . . and with extra-generous head, leg and elbow room for driver and all passengers.

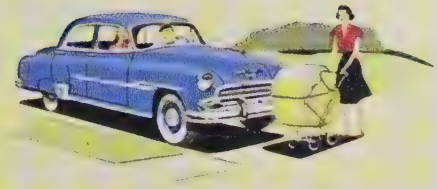
NEW *Improved Center-Point Steering*

(and Center-Point Design) Making steering even easier at low speeds or while parking . . . just as Chevrolet's famous Unitized Knee-Action Gliding Ride is comfortable beyond comparison in its price range . . . additional reasons why more people buy Chevrolets than any other car.



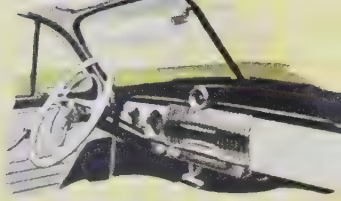
NEW *American Beauty Design*

iant new styling . . . featuring entirely new , parking lights, fender moldings and rear-end en . . imparting that longer, lower, wider big-ook which sets Chevrolet above and apart from ther motor cars in its field.



NEW *More Powerful Jumbo-Drum Brakes*

(with Dubl-Life rivetless brake linings) Largest brakes in the entire low-price field . . . with both brake shoes on each wheel self-energizing for forward and reverse operation of car . . . providing maximum stopping-power with up to 25% less driver effort.



NEW *Safety-Sight Instrument Panel*

Safer, more convenient, more efficient . . . having an overhanging upper crown to eliminate reflections in windshield from instrument lights . . . and with plain easy-to-read instruments in two large clusters directly in front of the driver.

CHEVROLET

More people buy Chevrolets than any other car!

These keys unlock GREATER VALUES FOR YOU IN '52!

Here are the five new cars General Motors offers you for '52.

Each has a famous name of its own: Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac.

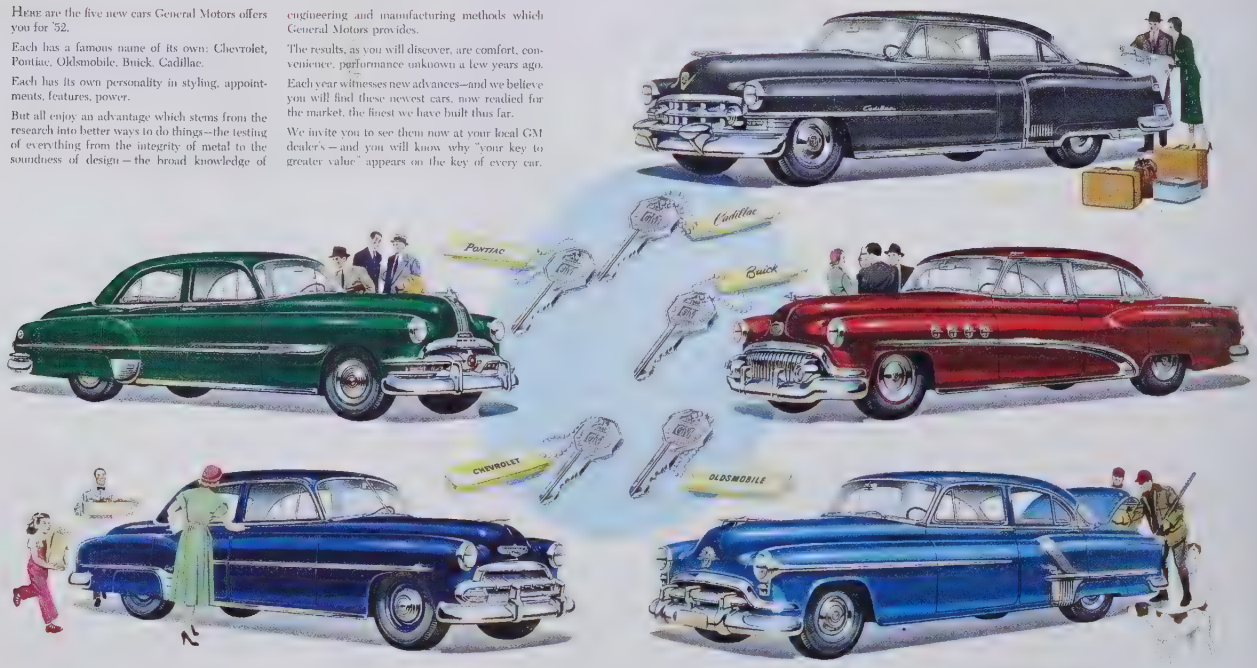
Each has its own personality in styling, appointments, features, power.

But all enjoy an advantage which stems from the research into better ways to do things—the testing of everything from the integrity of metal to the soundness of design—the broad knowledge of engineering and manufacturing methods which General Motors provides.

The results, as you will discover, are comfort, convenience, performance unknown a few years ago.

Each year witnesses new advances—and we believe you will find these newest cars, now readied for the market, the finest we have built thus far.

We invite you to see them now at your local GM dealer's—and you will know why "your key to greater value" appears on the key of every car.



Hear HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast

"MORE AND BETTER THINGS FOR MORE PEOPLE"

GENERAL MOTORS — *Your Key to Greater Value* — *The Key to a General Motors Car*

General Motors, 1952

General Motors, 1953

"Merry Christmas, Grandma . . . we came in our new PLYMOUTH!"

Plymouth, 1950

Mercury, 1952

Studebaker, 1950

Ford, 1951

You have to live with modern living to appreciate it. You have to be inside a glass-walled home to know its comfort and luxury and outdoor spaciousness.

And that is the way it is with a Lincoln. You must experience its cat-like maneuverability in crowded places, on tight turns. You must learn firsthand that an American fine car can combine a soft-cushioning ride with a lively sportscar know this magnificent new concept of the fine car.

A new Lincoln Cosmopolitan or Capri is ready for your test at your Lincoln dealer. Tomorrow, you can be behind

Lincoln, 1952

Aero Willys, 1952

Chevrolet, 1953

▶ Continental Mark II, 1956 ▶▶ Seiberling, 1953

There's a difference, too, that can't be seen

You know, instinctively, that the straightforward lines, the distinctive styling, of the Continental *Mark II* will not fall victim to changeful fashion.

But you must *experience*, rather than see, another difference that sets the Continental apart. That is its exhilarating, spirited performance. Here, you sense, is strength and sinew to weather roads and miles and elements.

The quiet competence of this superlative motor car is one of the most gratifying facts of Continental ownership.

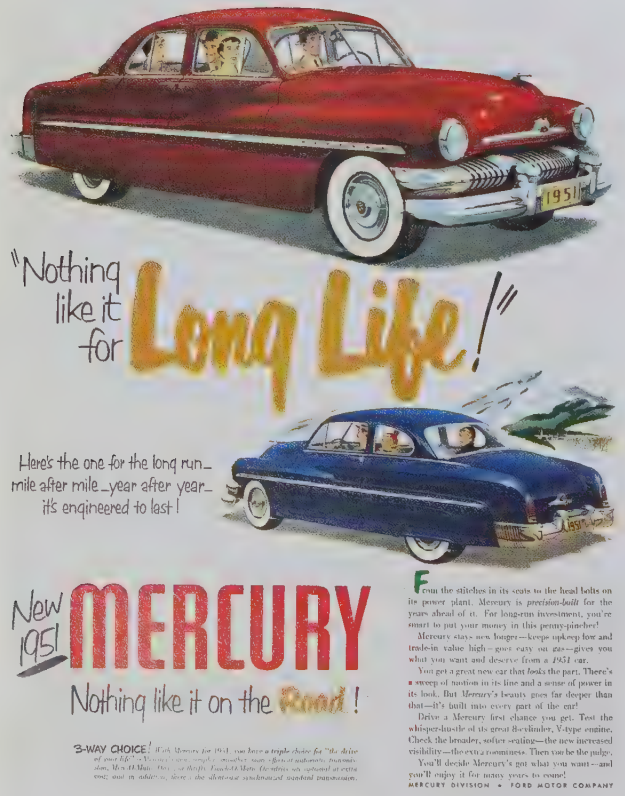
Continental

Mark II

Continental Division • Ford Motor Company

Ford, 1951

Hudson, 1951



Mercury, 1951

Pontiac, 1950 ▶ Cadillac, 1951 ▶▶ Willys, 1951 ▶▶▶ Willys, 1951

FURS BY REVILLON

Cadillac

Its grace and beauty have captured the hearts of wo
everywhere—but only the woman who has *driven* i
know how satisfying this great Cadillac is to her *pra*
side. Those miles and miles of confident, trouble
motoring have taught her how wonderfully dependable and
from maintenance expense it is . . . and she's reminded of its ren
able gasoline economy every time she glances at the fuel gauge.
if she looks a little smug now and then—well, she actually pai
for her *Cadillac* than many of her friends paid for *other* makes of

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATI

Goes a long, long way on a gallon
WILLYS makes sense
–IN DESIGN –IN ECONOMY –IN USEFULNESS

"We needn't stop for gas
. . . I filled it last week"

WILLYS makes sense

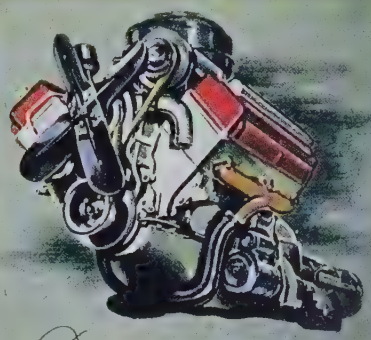
—IN ECONOMY —IN EASE OF DRIVING —IN COMFORT

The New

DeSoto

Fire Dome 8

With its mighty 160 h.p. V-Eight Engine... Power Steering... Power Braking... and No-Shift Driving... it is the most revolutionary new car of 1952. See and *drive* it!



Drive... **AS NEVER BEFORE!**

This Fire Dome engine with famous dome-shaped combustion chambers gets more power from every drop of fuel. Terrific acceleration and cruising performance *on regular gas.*★★★★ Smart, practical Air-Vent Hood directs stream of cool air to carburetor for maximum engine power.

Steer... **WITHOUT EFFORT!**

Power Steering is easy as dialing a telephone . . . you can turn wheel with one finger. Hydraulic power does the work. Parking is *easy!*

DE SOTO DIVISION, CHRYSLER CORPORATION

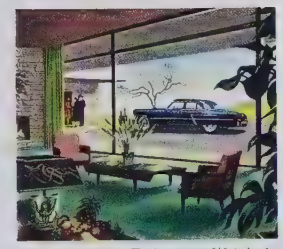
White sidewall tires, when available, are optional equipment.

DeSoto, 1952

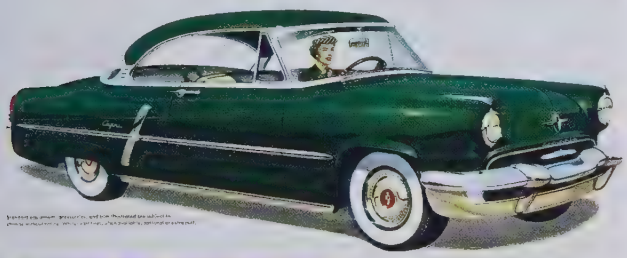
NOW—a fine car that meets every test of modern living

Lincoln for 1952

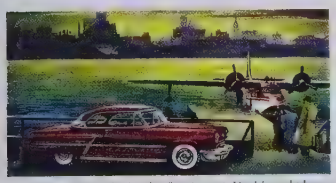
IN TWO INCOMPARABLE SERIES—
THE *Cosmopolitan*—THE *Capri*



NEW GLASS-WALL VISIBILITY—There's a new way of life in America—reflected in today's glass walled rooms for modern living. Lincoln, too, surrounds you with glass—3,721 square inches. With chair high seats an down-sweep hood, even the daintiest woman driver can see the rigl front fender—see the road in front and way ahead. Every line has a reason



Standard equipment, accessories, and trim illustrated are subject to change without notice. White-wall tires optional at extra cost.



NEW FLIGHT-LIKE POWER—There's ready-to-fly excitement on Lincoln's completely new, overhead valve, high compression, V-8 engine—premium product of the company that has built more V-8's than all other makers combined. With HYDRA-MATIC Transmission (as standard equipment), and new ball-joint front suspension (first on a standard U.S. car), steering and handling are astonishingly effortless.

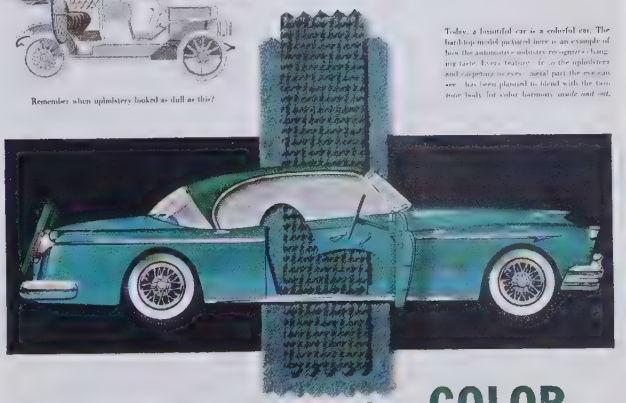
NEW VERSATILE SMARTNESS—This is beauty with purpose. Right fc trip or town, a business car, a family car—with more leg room, more head room, almost 30 cu. ft. in the luggage compartment. Yet Lincoln is smartly sized to thread through traffic, park easily in your garage. *The one fine car deliberately designed for modern living.*

LINCOLN DIVISION—FORD MOTOR COMPANY

Lincoln, 1952

Remember when upholstery looked as dull as this?

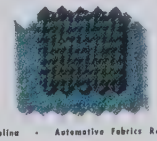
Today, a beautiful car is a colorful car. The hard-to-mold pictured here is an example of how the automotive industry recognizes changing taste. Every feature—fit of the upholstery and carpeting to seats—metal part the exterior—has been planned to blend with the basic body, for color harmony inside and out.



Horsepower of another COLOR

A basic business premise with Chatham is to match every change in its customers' product with an improvement of its own. When color became an important selling feature of fine cars, Chatham upholstery immediately reflected the swing to color. This awareness of the customers' market existed long before Chatham became a great mill. It began with the founder when he established his small family enterprise 55 years ago, and is still going strong today as a matter of family pride with the fourth generation of Chatham sons. *And family pride is a very good guarantee of quality.*

This Chatham upholstery fabric and bolster fabric were especially designed to match the colors of the car illustrated above. They are only one of Chatham's many smart new patterns in nylon, wool and nylon mixtures, worsted, and modern brocadelles—fabrics which leading automotive manufacturers prefer for their durability and colorful style.



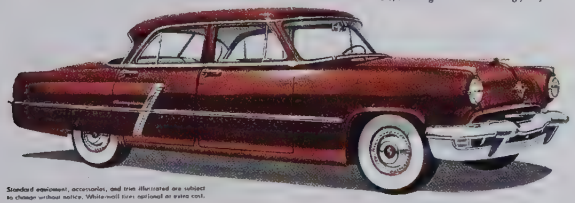
CHATHAM *upholstery*

Chatham Manufacturing Company, Elkin, North Carolina • Automotive Fabrics Representative: Gutsinger-Fox Company, Detroit

Chatham Upholstery, 1958

SMART YET CASUAL—LIKE THE MODERN HOSTESS. Clean-lined, without gingerbread, the new Lincoln is proof that a fine car can be as handsomely functional as the new-day homes—and new-day living. Inside, you find superb fittings—and the seats are high, the hood is low; you can see the road directly ahead, you can see the world all around through 3,721 square inches of glass (sea-tint glass available).

VERSATILE AS A LIVING ROOM DESIGNED FOR LIVING. Lincoln is luxurious yet moneuverable, beautiful yet *powerful*. New V-8 engine, with overhead valves, 7.5 to 1 compression ratio—plus new, improved dual range HYDRA-MATIC Transmission. And, with new ball-joint front wheel suspension, first on a U.S. production car, handling becomes astonishingly easy.



Standard equipment, accessories, and trim illustrated are subject to change without notice. White-wall tires optional at extra cost.

IN TWO INCOMPARABLE SERIES—
THE COSMOPOLITAN—THE CAPRI

Now—LINCOLN

makes your driving as modern as your living

It is completely new. It is almost incredibly new. But more than this—it is an entirely new *approach* to fine automobiles, designed for those whose concept of luxury motoring does not include the common, the ponderous, or the unwieldy.

Lincoln for 1952 is for those who ask their car to match their new perspective on living. Though it may well be the most luxurious automobile on the *American Road*, it is magnificently *functional*.

There is a reason for every dimension. There is a purpose behind each line. The new Lincoln is spirited, compact, and surpassingly efficient.

There is only one way to know this new kind of motoring—this fine car that is like a feather in traffic, an arrow on the road. That way is to try it and to drive it. See the new Lincoln Cosmopolitan and Capri at your dealer's showroom. Lincoln—*the one fine car deliberately designed for modern living.*

LINCOLN DIVISION—FORD MOTOR COMPANY

Lincoln, 1952

Magic in Motion

The New Aero Willys

LOAFS AT 80 – CRUISES AT 75 – WITH POWER TO SPARE

NEW 90 H.P. – 6 CYLINDER HURRICANE ENGINE

DRIVER SEES ALL FOUR FENDERS

61-INCH-WIDE SEATING

Willys Dealers Invite You To Experience an "Airborne" Ride

Come . . . take the wheel of the most astonishing car you ever drove! A car that responds like magic to your toe on the gas, your touch of the wheel. A car with a ride so smooth, soft and silent you can underestimate your speed on bad roads and good. The only car that challenges the largest cars on comfort and spaciousness . . . the smallest on ease of handling . . . and with overdrive* under comparable conditions surpasses every other six-passenger car on miles per gallon. See a Willys dealer this day!

Equipment, specifications and trim subject to change without notice.* Optional equipment, extra. White sidewall tires, optional when available.

A Willys First—Gas filler cap near center at rear, easy to reach from either side of the car—a real time-saver.

7.6 Compression and F-head design step up power and stretch mileage in the new Hurricane 6 Engine.

Unmatched Visibility . . . driver can see all four fenders . . . a safer, panoramic view all around the car.

Luxurious Spaciousness . . . seating space 61 inches wide, front and rear . . . and 24 cu. ft. of luggage space.

Aero Willys, 1952

Star of the silky way

Buick Roadmaster, 1953

one had to be good. It's our
lden Anniversary ROADMASTER.

on it we lavished our skills, our
and our time to make it the
in a fifty-year line of fine cars.

you drive it, you will come to know
ood a fifty-year best really is.

l know it in the swift and soaring
response of its V8 Engine. The
ireball V8. The first such V8 with
1 compression, with vertical
, with 12-volt electrical system,
a host of modern engineering
es.

You'll know it in the silken velocity of its getaway — with Twin-Turbine Dynaflow adding far swifter, quieter acceleration to infinite smoothness.

You'll know it, too, in the velvety luxury of its bettered ride, in the new ease of its handling, in the more precise control it gives you, in the more reassuring comfort you feel.

For Buick engineers pulled all the stops on this 1953 ROADMASTER. They widened the front tread — compacted the frame—shortened the turn radius—recalibrated the four coil springs—increased the braking power — made *Power Steering standard equipment,* and even added Power Brakes* to lighten the task of quick, sure stopping.

But why say more?

It is for you, the beneficiary of all this engineering excellence, to discover the great and gorgeous going of the swiftest, the smoothest, the silkiest, the most silent automobile yet built in half a century of Buick building.

Your Buick dealer will be happy to introduce you two. Why not visit him soon?

BUICK *Division of* GENERAL MOTORS

**Optional at extra cost.*

Then—
Now—
Tomorrow

When better
automobiles are built
BUICK will build them

Custom Built **ROADMASTER** by Buick

Oldsmobile, 1952

Oldsmobile, 1953

Oldsmobile, 1954

Oldsmobile, 1953

▶ Oldsmobile, 1955

ummer classic

Car illustrated above:
Ninety-Eight Convertible
A General Motors Value.

Tops for the "top-down" days ahead . . . the Classic Ninety-Eight Convertible by Oldsmobile. It's youthful, gay, carefree—and styled to *look* the part. Rakish lines and bold contours are gracefully proportioned to achieve true Classic design. What's more, this spirited beauty *acts* the part, with the smooth, hushed response of the mighty "Rocket" Engine, with effortless Power Steering* and Pedal-Ease Power Brakes*. You're cordially invited to drive this Classic Convertible. Visit your Oldsmobile Dealer soon.

*Optional at extra cost.

"ROCKET" ENGINE

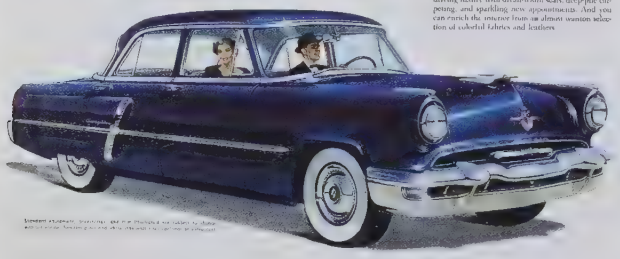
OLDSMOBIL

MAKING AN ENTRANCE IN MODERN STYLE. Lincoln's 3,274 square inches of glass give modern, glass-wall visibility. Modern Fiberglas insulation hushes your ride. And Lincoln's completely new overhead valve V-8 engine is effortlessly controlled with new HYDRA-MATIC Transmission and new ball-joint front wheel suspension.

LINCOLN —

for the fine art of modern living

EXHIBITING THE SPACIOUSNESS OF MODERN LIVING. And magnificent Lincoln expresses it in motion. There is driving luxury with drum-width seats, deep-pile carpeting, and sparkling new appointments. And you can enrich the interior from an almost wanton selection of colorful fabrics and leathers.



If you know that good design reflects the era in which it is created...then you know that now the motor car has caught up with this century.

For Lincoln has been designed as a modern masterpiece in motion. It is the one fine car that superbly captures the spirit of modern living... that breaks with the heavy decor of the past... that departs from impractical frills and furbelows.

Here is beauty—graceful, clean and alive devoted to the cause of comfort and the joy of driving. It is expressed in striking, relaxing interiors . . . in a practical luggage compartment, nearly 30 cubic feet big. It is the beauty of incomparable performance with sports car nimbleness blended with big car stability for the first time.

To appreciate the new Lincoln Cosmopolitan or Capri, you must do more than see it at your dealer's showroom. Be sure to ask him for a demonstration drive with *the one fine car deliberately designed for modern living.*

LINCOLN DIVISION — FORD MOTOR COMPANY

Lincoln, 1952

Standard equipment, accessories, and trim illustrated are subject to change—without notice. Low-cost glass and white side-wall tires optional at extra cost.

LINCOLN—a wonderful lesson in modern living

THE American motorist is going to school—and Lincoln is doing the teaching. It is demonstrating that driving, like modern schooling, is more fun in an atmosphere of relaxation and open-space beauty.

For this is the one fine car that has superbly captured today's fun-of-living spirit . . . setting into motion a great new trend in motor cars.

The grandeur of its sweeping lines . . . the wide, roomy seats have but one purpose: to set you in a glorious mood for driving. The glass-wall visibility . . . the low, compact hood . . . and the astonishing ease of steering and braking—all serve one function: to make you the most relaxed driver on the road. This is a big car that handles with majestic ease. It has a completely new engine with more power than you may ever need . . . quick and catlike . . . and as quiet as midnight on the open road.

Your dealer is now showing the Lincoln Cosmopolitan and Capri in exciting models and color styles. See these great cars—*now*. Drive one. Find out how much more you get out of life from *the one fine car deliberately designed for modern living.*

LINCOLN DIVISION—FORD MOTOR COMPANY

NEW SCHOOL OF DESIGN sets the pattern for the modern school . . . for the modern Lincoln. Lincoln has strikingly beautiful interiors . . . almost 30 cubic feet of luggage compartment . . . and a high-compression overhead valve V-8, the premium product of the world's greatest builders of V-8s. New dual range HYDRA-MATIC Transmission, and exclusive ball joint front wheel suspension, first on any American production car, make handling astonishingly easy.

Lincoln, 1952

BUILT FOR THOSE WHO WANT THE FINEST...

America's Most Advanced New Car!

PACKARD

DISTINCTION speaks in many ways—but never more eloquently than when you drive America's new choice in the luxury field—the brilliant new Packard!

PACKARD OFFERS YOU unmatched performance and luxury in your choice of seven distinguished models.

HERE YESTERDAY'S TRADITIONS of craftsmanship join tomorrow's advanced engineering to bring you everything you have desired in a car, and probably much you never dreamed possible—the incredible smoothness of the Packard ride, for example . . . or the luck of the mighty Packard Thunderbolt Engine—world's highest-compression eight—when "loafing" at sixty!

PACKARD, WHICH OWES allegiance to no other brand name, builds the one car expressing *real individuality.*

NOW . . . ASK THE MAN WHO OWNS ONE

NEW! The Packard CLIPPER—another great Packard line—offers big-car value at moderate car cost. Yes, no matter what you plan to spend, you can now enjoy real Packard quality!

Packard, 1953

The New Standard of the American Road

Merely Terrific!

And it hangs onto its value better than any other car on the American Road

"TERRIFIC" is the word for the '53 Ford.

A glance will tell you it's *your* dream car—come *true!* For this new Ford with its longer, lower, wider look is undoubtedly the style-setter of the '53 season. Here's beauty that's terrific... merely *terrific!*

When you take off for the open spaces you'll thrill to the wonderful "Go" of Ford's famous V-8 engine. And with Fordomatic Drive the shifting is done for you . . . and a sight better than you can do it by hand.

On highways or byways you'll find "top level" comfort with Ford's new *Wonder Ride* . . . a new ride so harmonized that you enjoy new freedom from jolt, pitch and roll—new smoothness, quiet and stability.

See this Ford and Value Check the 41 "Worth More" features. Test Drive it. Then you'll see why Ford is worth more when you buy it . . . worth more when you sell it. You'll agree it's the New Standard of the American Road.

Fordomatic Drive, white side-wall tires, optional at extra cost. Equipment, accessories and trim subject to change without notice.

See it...Value Check it...Test Drive it

'53 FORD

Great TV! Ford Theatre, NBC-TV, Thursday evenings.

Ford, 1953

PRESENTING THE BEAUTIFUL NEW

1953 **Dual-Streak Pontiac**

PONTIAC MOTOR DIVISION · GENERAL MOTORS CORPORATION

A GENERAL MOTORS MASTERPIECE

Here, in the greatest Pontiac ever built, is the perfect expression of the Pontiac idea—to produce the finest, most beautiful, most luxurious car that can possibly be built to sell at a price just above the lowest.

This wonderful 1953 Dual-Streak Pontiac is completely new in every styling detail, inside and out. It has a longer wheelbase for a smooth, easy ride. It has sweeping vision with its one-piece curved windshield and wrap-around rear window. Pontiac's famous Dual-Range* power train makes it a spectacular performer anywhere, any time.

New and fresh as this car is, it has a wonderful tradition built into every line and part—the tradition of Pontiac's *thorough goodness*: the tradition of Pontiac's remarkable year-after-year dependability and economy. This 1953 Pontiac is magnificent new proof that *dollar for dollar you can't beat a Pontiac*. See it at your nearest Pontiac dealer.

*Optional at extra cost.

Pontiac, 1953

Nash, 1953

▶ Lincoln, 1953

WHY BE TIED DOWN T

No longer need you be tied down to the fussiness of yesteryear, to the heavy-f motion and the glittering pomp. Now you can make your driving as efficient as living. Now you can let a magnificent new Lincoln for 1953 put you in step wit effortless power and pace of this century.

For now with Lincoln, everything you touch turns to astonishing power. You the wheel, and two tons of flawless engineering turn with incredible ease—than the unique combination of power steering and exclusive ball-joint front whee pension. You touch the brake, and again two tons do your bidding, as power aid braking. You even touch buttons on your seat, and power moves you not only for or backward, but also up or down as you wish. The seat even adjusts to your po

Standard equipment, accessories, and trim illustrated are subject to change without notice. Power steering, power elevator seats, power brakes, white side-wall tires optional at extra cost.

LINCOLN

THE ONE FINE CAR DESIGNED FOR MODERN LIVING
—POWERED TO LEAVE THE PAST FAR BEHIND

Crowning achievement of Ford Motor Company's 50th Anniversary—"50 Years Forward on the American Road"

ESTERDAY ?

l then--then you touch the accelerator and the new V-205 engine is at your and. That's V-205 for 205 horsepower in the new V-8 power plant that brought ln first, second, third *and* fourth places in the stock car division of the Mexican merican Race, called the toughest automobile competition in the world.

l all of this power is contained in the shape of things to come--the Lincoln that breaks sharply with the past. Clean lined, without gingerbread or super- brightwork, it is a superb achievement in functional design, dramatized by the lazzling colors and fabrics that ever took to the road. Come accept Lincoln's in- on to depart from the past. Your Lincoln dealer awaits you with a Lincoln Cos- itan or Capri.

LINCOLN DIVISION—FORD MOTOR COMPANY

One of the nicest things about owning a Ford is that it is accepted *everywhere!* Likewise, Ford owners are known and respected for their good taste and sound business judgment for selecting the car that is not only beautifully built and finished but one that returns more of its initial cost when sold!

Of course, this is perfectly natural when you realize what a '53 Ford *really* is and *does*.

Consider the Crestmark Body, for example. Only a few short years ago it would have been difficult to produce a body like it for a car selling at such a low price. The tools, the methods, the materials simply weren't that far advanced. Think of that when you feel the elegant softness of any Ford seat cushion. (It comes from a new use of springing plus a thick pad of foam rubber.) Think of it again when you realize that Ford upholstery materials and exterior finishes are the most beautiful money can buy. Then open the door—it stays open in your choice of two positions. Now, slam the door—notice the solid "snick" of the latch—like closing the breech of a shotgun. Here's quality—Ford quality that tips its hat to no one!

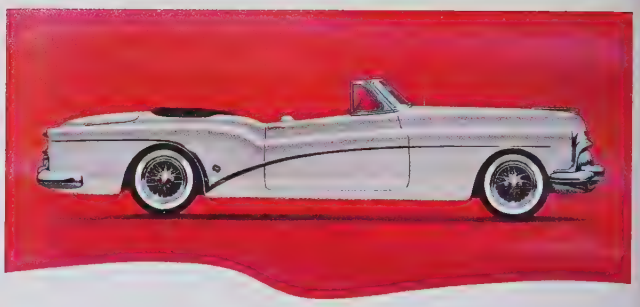
Finally, remember Ford Crestmark bodies are insulated bodies—"hull tight" . . . to seal out weather and dust!

But Ford Crestmark bodies are not the whole story by a long shot. There are 41 "Worth More" features—all the way from your choice of high-compression Strato-Star V-8 or Mileage Maker Six engines to a ride that reduces front-end road shock up to 80%, a ride that's a perfect wonder in smoothness and stability.

Why not let your Ford Dealer give you a complete fill-in? He wants you to see—to value check—to test drive the '53 Ford.

FORD . . . worth more when you buy it . . . when you sell it, too!

Ford, 1953



Its beauty is just the beginning

This joyous thing of exquisite grace is the Skylark—Buick's stunning new luxury sports car.

Yet the gorgeous beauty of this motorcar is just the beginning of the deep excitement.

For it's a Buick. And in any Buick, the real heart-lift you get is from the manner of its going—impeccably smooth, gentle of ride, superbly easy to handle, trigger-quick in response.

Upon the Skylark, we have lavished practically every modern automotive advance—including the world's newest V8 Engine, Twin-Turbine Dynaflow, Power Steering, Power Brakes, hydraulic control of the radio antenna, windows, top, and front-seat adjustment.

In other Buicks—Special, Super and Roadmaster—many of these advances are yours either as standard equipment, or as options at moderate extra cost.

But in *all* Buicks—even the low-priced Special—you get the Buick Million Dollar Ride, Buick room, Buick comfort, Buick Fireball power—the highest horsepowers and compression ratios, Series for Series, in all Buick history.

Your Buick dealer is waiting to seat you at the wheel of the car that will do fullest justice to your dreams and your purse. See him this week.

BUICK *Division of* GENERAL MOTORS

When better automobiles are built Buick will build them

Buick, 1953

Authoritative records of used car values reveal that a Cadillac may be expected to return a greater share of its owner's investment *at the time of re-sale* than any other car built in America. . . . Thus is true not only after a Cadillac's *first* year of service—but after its *second*, and *third* and *fourth* years, as well. . . . This is, we think, a wholly understandable circumstance. . . . It is obvious, for instance, that a Cadillac's beauty and character and treasure are little dimmed by the miles and the years. Its performance, its owners can testify, is a constant joy throughout its life span. And its luxury and dependability and economy continue over almost any period of time its owner may elect to enjoy them. . . . If you are one of the many who are presently contemplating the move up to Cadillac, please reflect on these important facts. For they prove beyond doubt that, in addition to all of its other wonderful qualities, a Cadillac car is *one of the wonderful investments in the automotive world!*

CADILLAC MOTOR CAR DIVISION · GENERAL MOTORS CORPORATION

Cadillac, 1953

Wanted . . . By Almost Half the People!

According to a recent widespread survey—almost half the motor car owners in the United States would own a Cadillac, if they had their unrestricted choice. Cadillac was, in fact, voted the favorite by more than *five* to one over any other motor car built in America—a degree of leadership that is probably without parallel in all our industrial history. We regret, sincerely, that all who expressed their desire to own a Cadillac cannot do so. But we believe, with equal sincerity, that a great many have needlessly denied themselves the pleasure. Cadillac's relatively modest price, its unusual operating economy and long life, make it a *far* more practical and sensible possession than many motorists realize. Why not visit your dealer soon—and see for yourself? You might be surprised to find you're closer to the "Standard of the World" than you ever imagined.

CADILLAC MOTOR CAR DIVISION ★ GENERAL MOTORS CORPORATION

Cadillac, 1950 ▶ Cadillac, 1950 ▶▶ Cadillac, 1953 ▶▶▶ Cadillac, 1953

Cadillac
Jewels by Harry Winston
It is in the record that men and women who move up to Cadillac are almost certain to stay with Cadillac. According to a recent nation-wide survey, almost nine out of ten of those who have purchased Cadillacs during recent years have already decided that their next cars will bear the same honored and distinguished name. This is but logical—for, beyond Cadillac, there is only the future. Those who want the finest want—the Standard of the World!
CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION

here are few occasions in a motorist's life that are so surprising or lightful as his first ride behind the wheel of a new Cadillac. For, in it single journey, he discovers power and responsiveness—and handling ease d comfort—he never imagined possible in a motor car. It is, in essence, an ncation in all the good things of motordom. If you are still looking forward to is extraordinary experience, we urge you to visit your Cadillac dealer soon. The r is waiting for you now—waiting to give you the most revealing ride of your life!

Jewels by Harr

Cadilla

ADILLAC MOTOR CAR DIVISION ★ GENERAL MOTORS CORPORATION

It Will Add to Your Happiness!

There is a great *plus* value that comes with a Cadillac which is very difficult for anyone to evaluate—except a Cadillac owner. To put it briefly, a Cadillac adds a goodly measure of happiness to a family's daily existence. It is not just the satisfaction which comes from fine performance and extraordinary comfort and outstanding safety and handling ease—thrilling though these things can be. It is more a sense of pride and family well-being—a joy of possession—and a consciousness of membership in the world's most distinguished group of motor car owners. Although difficult to explain and define—Cadillac owners from all sections of the country can testify that it is very real and very valuable — a most moving reason for moving up to Cadillac. And remember—all this is in *addition* to the innumerable *practical* reasons for owning a Cadillac. It's too much to miss — any longer. Better see your Cadillac dealer right away. He'll be delighted to see you.

Ford, 1953

Dodge, 1953

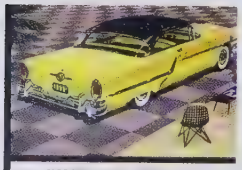
Nash, 1954

FAR MORE POWER—COMPRESSION—TORQUE

New Super-Torque V-8 engines power every new 1955 Mercury. You get 198 horsepower (with an 8.5 to 1 compression ratio) in the Montclair, 188 horsepower (7.6 to 1 compression) in the Monterey and Custom.

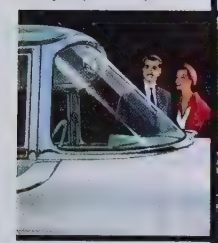
For 1955_highest styled, highest powered Mercury we've ever built !

Advanced new styling all over • 3 new series • 10 stunning models • Brilliant new 198 horsepower, super-compression, ***Super-Torque V-8***



MERCURY MONTEREY SERIES

Longer, lower, wider—and with a new, larger chassis, longer wheelbase. Your choice of a hardtop Coupe, 4-door Sedan, Station Wagon. Note new dual exhausts (also on Montclair models).



FAR-ADVANCED FULL-SCOPE WINDSHIELD

Here's the latest advance in windshield design that really gives you safer side visibility. 17% more windshield area, narrower corner posts, yet greater structural safety.

DRAMATIC NEW TOUCHES EVERYWHERE

From the new forward-canted headlights to the striking new rear deck assembly—Mercury styling is *all-new* . . . years ahead!

INTRODUCING THE ULTRA-LOW, ULTRA-SMART MERCURY MONTCLAIR SERIES

Never before has there been so much Mercury news at one time! In fact, seldom in automotive history have so many advances been made in one car in one year.

For Mercury brings you a bold new look in styling. Far bigger, longer, lower bodies. A dramatically new and more colorful concept of interior design. What's more, there's an entirely new series of Mercurys—the ultra-low Montclair hardtop Coupe, Convertible, and transparent-top Sun Valley.

But we didn't stop with styling advances. There are new improvements in ball-joint suspension. New tubeless tires at no extra cost. New *quick-response*, smoother Merc-O-Matic Drive. Most important are the new 188- and 198-hp Super-Torque V-8 engines.

Here's *instant* acceleration. Not just a new high in speed—but *instant, split-second* response that gives you jet-getaway from a standing start to superhighway limits. Here's the greatest in everything you want a car to do!

In short, this new Mercury is America's most advanced car for 1955. See it at your nearest dealer — and, above all, *try* it.

MERCURY DIVISION · FORD MOTOR COMPANY

It pays to own a new 1955

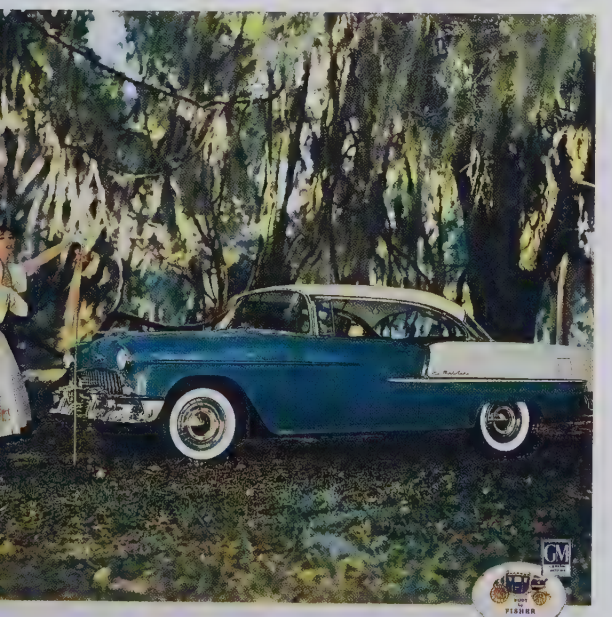
MERCURY

For future styling and super power

MERCURY CUSTOM SERIES

Mercury's great 1955 advances are yours in the lowest-priced Custom Series. Four thrifty models include an entirely new, all-metal Station Wagon.

Mercury, 1955



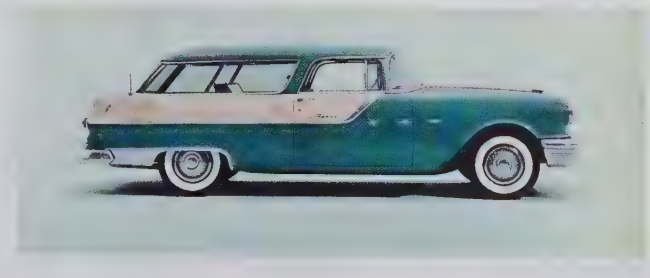
SPANISH MOSS BY SEA ISLAND FLOWERED PRINT BY LANVIN-CASTILLO BEL AIR BY CHEVROLET

Body by Fisher

who, again this year, give you the most advanced motorcar styles found only in General Motors cars:

CHEVROLET PONTIAC OLDSMOBILE BUICK CADILLAC

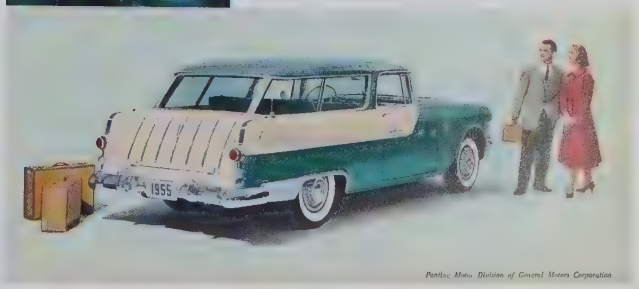
ody by Fisher, 1955



Pontiac creates an entirely new type of car combining Catalina smartness and station wagon utility

This completely new Star Chief from the originator of hardtop styling is easily the most versatile of motor cars. Appointed with traditional Catalina luxury, yet retaining all the spacious practicality of a station wagon, the Safari will serve you equally well as a smart town car, a wondrously comfortable touring companion, or a hard-working carrier. It is powered, of course, by the sensational Strato-Streak V-8 for performance as distinctive as its beauty. See it today—the price will delight you as much as the car!

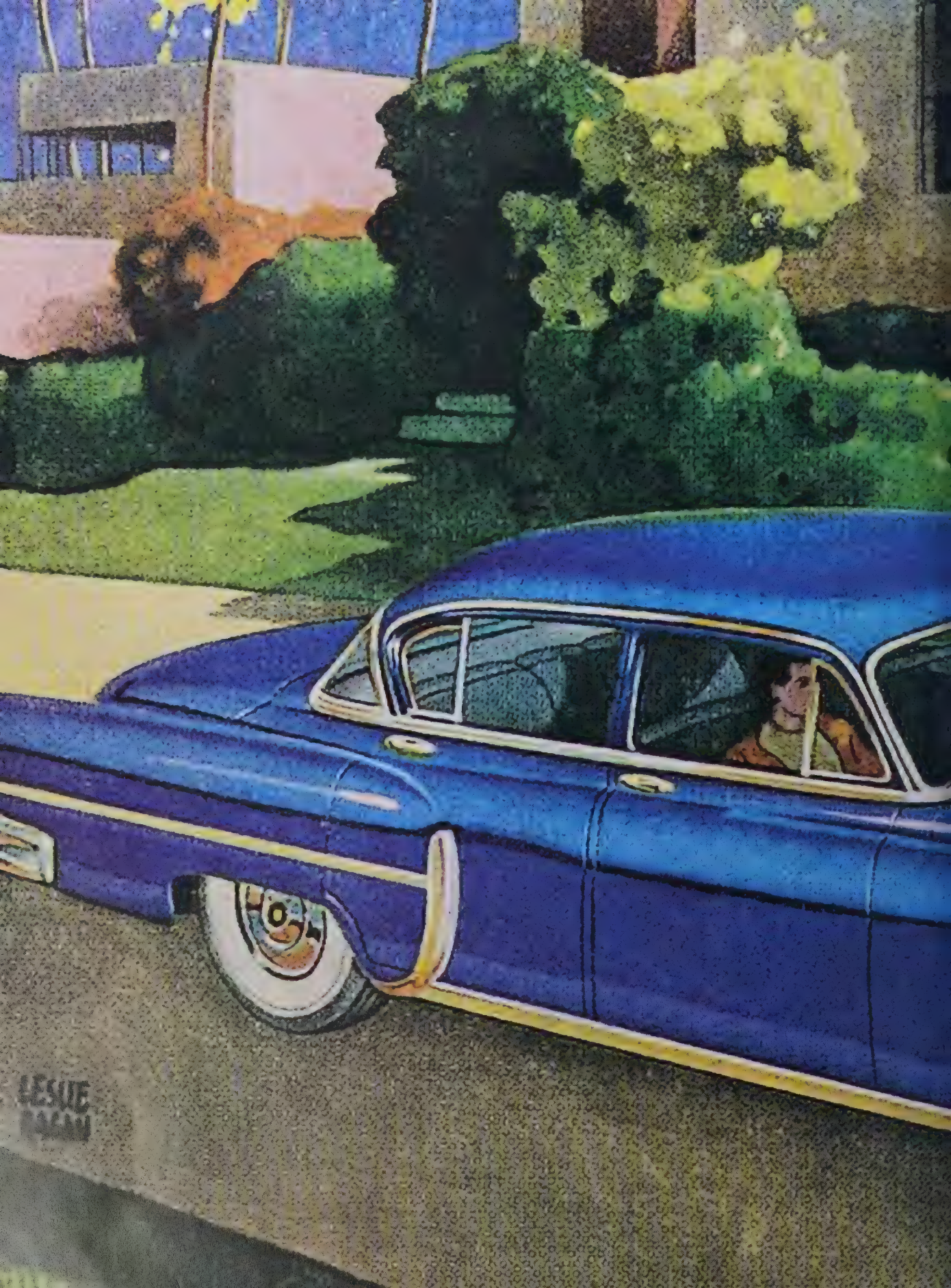
THE PONTIAC *Safari*



Pontiac Motor Division of General Motors Corporation

Pontiac, 1955

▶ *Budd Transportaion, 1953*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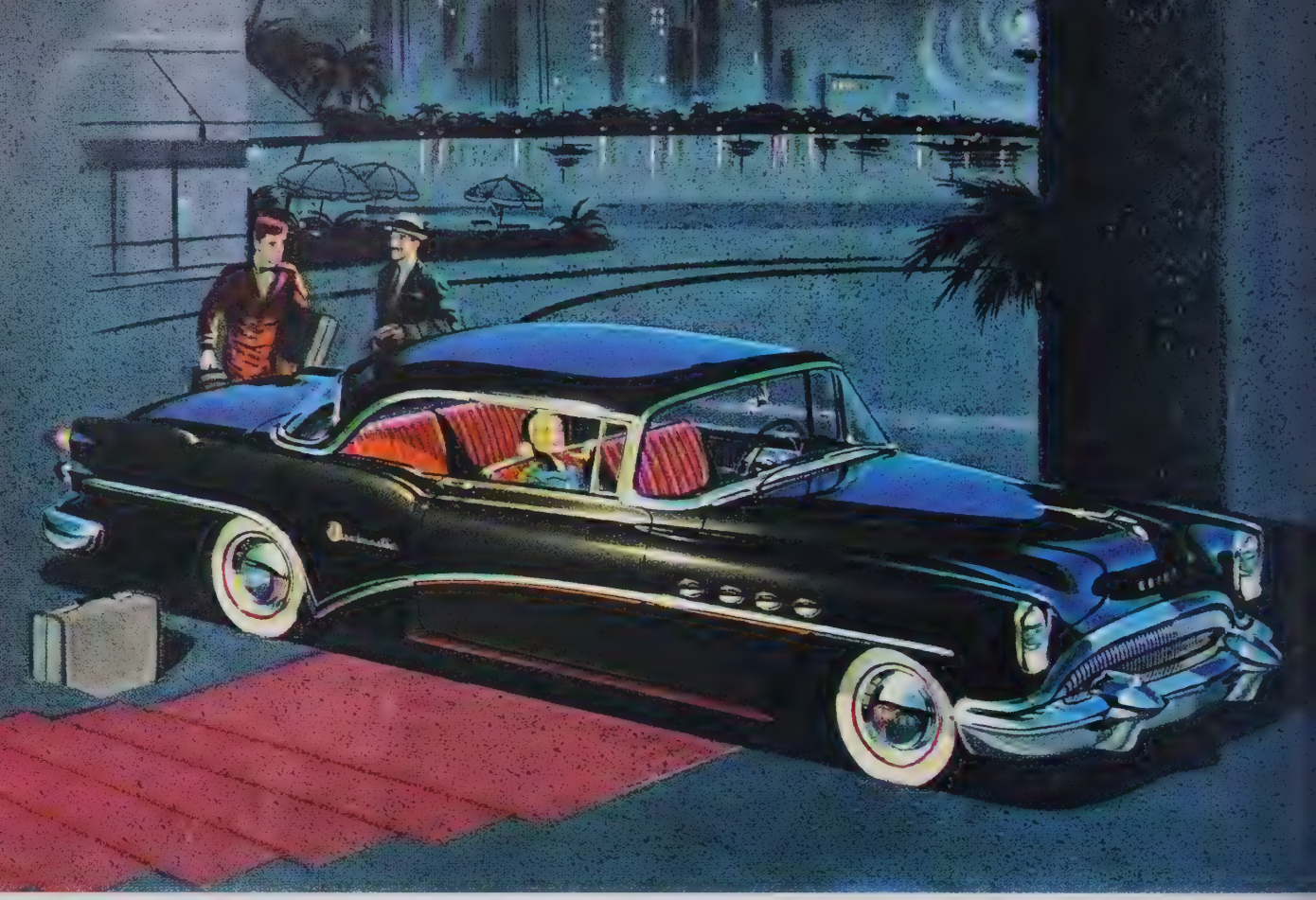


It rolls out the red carpet wherever you go

YOU find an exultant satisfaction at the wheel of a 1954 ROADMASTER that you find in precious few other motorcars.

When you take that wheel — or relinquish it to an attendant — you do so with a special pride.

For this great Buick is an impressive automobile — in size and length and breadth and beauty.

It has, as you can see, a serene look of luxury and the unmistakable mark of true style modernity. Both are recognized immediately by all who see it.

MILTON BERLE
STARS FOR BUICK
See the
Buick-Berle Show
Tuesday evenings

Then, of course, there is the royal treatment you enjoy *underway* in ROADMASTER.

It's in the easy cruising sweep of its great 200-horsepower V8 engine — and in the incredibly smooth delivery of this power through Twin-Turbine Dynaflow.

It's in the wondrous visibility provided by the back-swept windshield — and the advanced comfort of high-air ventilation.

It's in the masterful levelness of ride that comes from a blending of engineering features found in no other car in the world.

And it's in the literally luxurious handling you find at your finger tips with Buick Safety Power Steering. It's in the added convenience, optional at extra cost, of Power Brakes, power-positioned front seat, power-operated radio antenna.

You need but one look at, one ride in, one arrival with ROADMASTER to know what tremendous satisfaction is to be had here.

Your Buick dealer will gladly arrange matters. See him soon.

BUICK *Division of* GENERAL MOTORS

When better automobiles are built BUICK will build them

ROADMASTER *Custom Built by* **BUICK**

Hand-buffed leather in coral and ivory, deep-pile matching carpet and color-keyed instrument panel and wheel typify the luxurious new interiors of the '54 Custom Catalinas.

Dollar for Dollar You Can't Beat a

PONTIAC

A GENERAL MOTORS MASTERPIECE

America's First Low Cost Luxury Car

You are looking at the new wonder of the motoring world, the completely new Star Chief Pontiac. And what makes this car such a wonder is its unsurpassed combination of superb quality and low price. *There has never been anything like it.* For here is the biggest, richest and most powerful Pontiac ever built—qualified by length, luxury, styling and performance to rank with the very finest cars. Yet the proud and beautiful Star Chief can adorn your driveway no matter how carefully you budget new car expenditures. It is still comfortably within the price range just above the lowest!

And America's first low cost luxury car is only half the great news from Pontiac. For 1954, the Chieftain, General Motors lowest priced eight, is also mightier than ever and far more beautiful inside and out—again the dominant dollar for dollar value at its very modest cost.

Check Pontiac's remarkable score for '54. See, drive and price these distinguished new Silver Streak Pontiacs. Prove to your pleasure and profit that never before have quality and low cost been so beautifully combined.

DON'T MISS DAVE GARROWAY'S NIGHTTIME SHOW—NBC-TV • PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

Pontiac, 1954

You compress time.... distance - in effortless ease with the first complete driver control

You cannot pass unnoticed in a stunning car like this. Exuberant new color and bold sweep of line draw the eye like a magnet. But flattering and thrilling, too, is your new power over time and distance. PowerFlite, most automatic of all no-clutch transmissions, multiplies your safety with control of motion that's entirely new. The 235 HP FirePower V-8 engine gives you instant power for instant response at all times. Power Steering is easy and safe as pointing. Power Brakes halt you swiftly and surely with but ½ the pedal pressure of conventional brakes. All these combine in the first complete driver control. A new day in driving ease and safety. A new day that is yours to enjoy just as soon as you visit your nearby Chrysler dealer.

The Power and Look of Leadership is yours in a **BEAUTIFUL CHRYSLER**

Chrysler, 1954

More than the grace of greatness

HERE stands, in literal fact, the finest automobile that the great Buick factories have ever been privileged to build.

It is the biggest of Buicks, the best of Buicks, and in our book, that puts it well up toward the head of the class in the fine-car field.

You see outward evidence of what we mean in the fresh modernity of its styling, and it took brand-new bodies to bring this about.

There is, as you can see, a spectacular expanse of greater glass area, and back-sweeping windshield that bring a new visibility to driving.

There are new and more spacious interiors, a new high-air ventilation system, a new instrument panel with a completely new speedometer which you read at the horizontal.

But there's more to the greatness of this ROADMASTER than meets the eye.

Its V8 engine attains a new high of 200 horsepower, linked, incidentally, with the new economy of Power-Head Pistons.

Its power delivery is suaved to pure silkiness by the new and even quieter Twin-Turbine Dynaflow.

Its wheelbase is longer, its center of gravity is lower, its front-end suspension is newly designed to an even finer control on curves, and its ride is more perfectly leveled and poised.

Safety Power Steering is yours at no additional charge, and you have, at your extra-cost option, the added convenience of Power Brakes, Air Conditioning, a four-way power-positioned front seat, and power-operated radio aerial.

So we invite you to see this newest and finest of fine cars for 1954. A visit to your Buick dealer will be, we believe, a revealing and rewarding experience.

BUICK *Division of* GENERAL MOTORS

When better automobiles are built Buick will build them

MILTON BERLE STARS FOR BUICK—See the Buick Berle Show Tuesday Evenings

ROADMASTER *Custom Built by* **BUICK**

Buick Roadmaster, 1954 ◀ *Buick Roadmaster, 1954*

You can make your "someday" come true now

YOU promised yourself, didn't you, that someday you would own a car that came up to your dreams?

That it would be a car of stature and distinction? That it would be luxuriously smooth and supremely able? That it would look and feel and perform the part of the car of a man at the top?

Well, sir—today can be that day.

For such a car is at hand now, more easily attainable than you may think. You see it pictured here, and the name is proudly spelled out on each rear fender: ROADMASTER.

It is custom production. Its appointment is subject to your individual taste. Its quality is the best that Buick builds. *Its price per pound is the lowest in the fine-car field.*

But apart from its impressive length and breadth and breath-taking beauty (it carries the world's newest body, with the panoramic visibility of Buick's famed sweep-back windshield)—this superb automobile is an automobile of supreme command.

When you drive it you will know that this is so.

When you call on ROADMASTER's magnificent V8 power, feel the smooth tranquility of Twin-Turbine Dynaflow, feather your way with the consummate ease of Safety Power Steering, sense the solid velvet of Buick's buoyant ride—then you will know that this is the car you always meant to own "someday."

So why wait? Call your Buick dealer today, or the first thing tomorrow. He'll gladly arrange a ROADMASTER demonstration and you can judge things from there.

BUICK *Division of* GENERAL MOTORS

ROADMASTER *Custom Built by* **BUICK**

Buick Roadmaster, 1954

Here is excitement on wheels . . .

the newest, freshest thing you ever laid eyes on.

And it's even more exciting to drive

than to look at!

Take a good look and you'll know that the Motoramic Chevrolet is far more than just a new model. Take the wheel and you'll realize that it's more, even, than a completely new car!

For this is the Chevrolet that began with a whole new idea—the idea that a low-priced car can be made to look, ride and perform like the very finest and highest-priced automobiles.

Big order? You bet! So big that only the world's leading car builders could have filled it. Chevrolet and General Motors alone have the resources and the facilities it takes to put this great new idea on wheels.

Everything's new in the Motoramic Chevrolet—from its tubeless tires to its lower top! Your Chevrolet dealer will be happy to show it to you. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

the motoramic Chevrolet for 1955!

GREAT NEW V8—TWO NEW 6's! New "Turbo-Fire V8" delivers 162 h.p. with an ultra-high compression ratio of 8 to 1. Two new 6's, too—the new "Blue-Flame 136" with Powerglide (optional at extra cost) and the new "Blue-Flame 123."

SWEEP-SIGHT WINDSHIELD WITH FOUR-FENDER VISIBILITY! Chevrolet's new Sweep-Sight Windshield curves around to vertical corner pillars. And you can see all four fenders from the driver's seat!

OVERDRIVE JOINS THE POWER TEAMS! Take your choice. There's new Overdrive teamed with the new V8 or the new "Blue-Flame 123." There's Powerglide teamed with the new V8 or the new "Blue-Flame 136." (Powerglide and Overdrive are extra-cost options.) And there's a new standard transmission teamed with the new V8 or the "Blue-Flame 123."

WONDERFUL NEW GLIDE-RIDE FRONT SUSPENSION! New spherical joints flex freely to cushion road shocks. New Anti-Dive Braking Control, exclusive with Chevrolet, assures "heads up" stops.

A VENTILATING SYSTEM THAT REALLY WORKS! Chevrolet's new High-Level Ventilating System takes in air at hood-high level, away from road heat, fumes and dust.

NEW OUTRIGGER REAR SPRINGS! Rear springs are longer—and they're attached at the outside of the frame to give you greater stability in cornering.

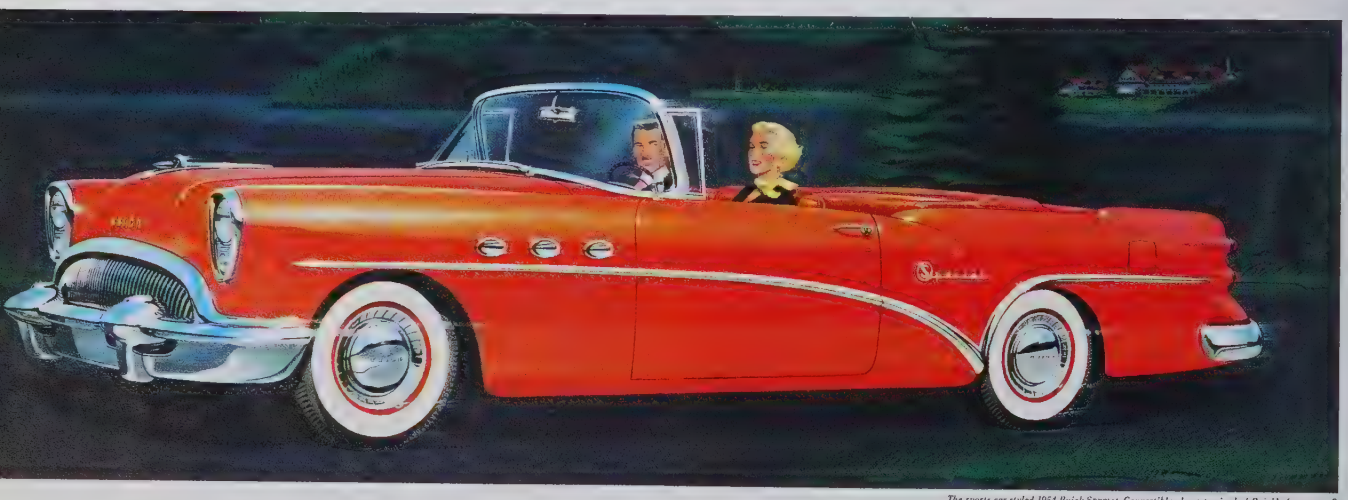
EVEN AIR CONDITIONING, IF YOU WISH! Air is heated or cooled by a single highly efficient unit. This is only one of the wonderful extra-cost options you can get!

MORE THAN A NEW CAR . . .

A NEW CONCEPT OF LOW-COST MOTORING

Chevrolet

Chevrolet, 1955



The sports-car styled 1954 Buick SPECIAL *Convertible—lowest-priced of Buick's four great S*
now V8 powered for record-high performance, compression ratio, fuel eco

Thing of beauty and a joy for budgets

STUDY this one well, good friend — then ready yourself for the high-voltage news.

This automobile—this gorgeous grace of glass and color and flowing line pictured here — is the 1954 Buick SPECIAL Convertible.

It is Buick's lowest-priced Convertible.

MILTON BERLE STARS FOR BUICK
See the Buick-Berle Show Tuesday Evenings

It sells for just a few dollars more than similar models of the so-called "low-price three."

But from that point on, it differs every step of the way.

It's styled to the breath of Spring and the lift of a breeze.

It's pulsed with a completely new V8 that's in the record books as the highest-powered engine ever placed in a Buick of this budget-priced Series.

It's cradled on a chassis of 122 inches, where four coil springs, and a steadying torque-tube, and a sensational new front-end geometry give you a ride and handling case that come pretty near to bliss.

And it's new, this Buick—completely new, like every 1954 Buick.

New in style, body, interior. New in the backswept expanse of its panoramic windshield. New in the wider swing-open of its doors. New in the better fuel economy of its Power-Head Pistons. New in a long list of advancements that add to comfort, convenience and safety.

Your Buick dealer cordially invites you to drop in and see this stunning new Buick and judge for yourself what a thrill and a buy it is in every way.

BUICK *Division of* GENERAL MOTORS

When better automobiles are built Buick will build them

BUICK
the Beautiful Buy

Buick, 1954

National Open Champion!

Here is the car that is sparking the new trend to convertibles—that long, low Silver Streaked style-setter up above. And here's what makes it the all-out favorite of roving, sun-loving Americans from coast to coast.

In the Pontiac manner, this rakish beauty offers more smart distinction, more tasteful luxury, more spacious comfort and more dashing performance than a like amount of money ever covered before.

And that phrase applies without a change to every other Pontiac model. The prideful satisfaction of impressive size and beauty . . . the ever-new thrill of abundant, surging power . . . the happy confidence inspired by unquestioned dependability—*all* the special qualities of fine-car ownership are yours in a Pontiac. Yet the price of this distinguished car is within a few dollars of the very lowest on any new car!

Drop in for a test of Pontiac's great all-around performance, and check on the actual figure required to put a big, luxurious Silver Streak in your driveway. You can count on it—you will be delightfully surprised.

DON'T MISS DAVE GARROWAY'S NIGHTTIME SHOW—NBC-TV • PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

Pontiac, 1954

▶ Cadillac, 1955

Cadillac FOR 1955

HIS is the most significant announcement in Cadillac history!

or it introduces to the world's motorists our greatest hievement in fifty-three years of motor car production—the 55 Cadillac!

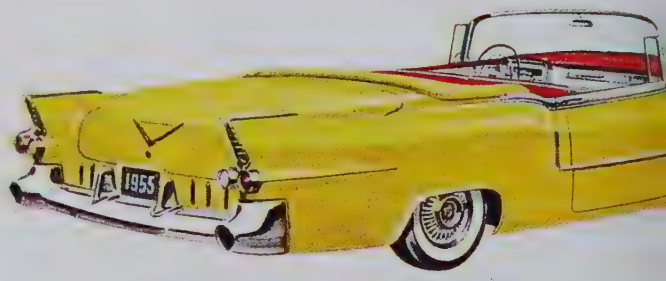
is, beyond question, the most magnificent Cadillac of all time!

is, as you can readily see, magnificent in beauty. Its new, jewel-e grille assembly . . . its new sculptured side treatment . . . graceful new roof line . . . all add immeasurably to Cadillac's orld-famous styling.

is magnificent, too, in performance. There's a great new 250-p. engine . . . a refined Hydra-Matic Drive . . . advanced Cadillac ower Steering . . . and, as an option at extra cost, improved adillac Power Braking.

nd it is magnificent in luxury. Its interiors are almost unbeliev-ly beautiful . . . and each is offered in a wide selection of rgeous new fabrics and leathers.

his, in summary, is the new Standard of the World—and it aits your inspection now in your dealer's showroom. Stop soon—for a personal appraisal of this Cadillac masterpiece.

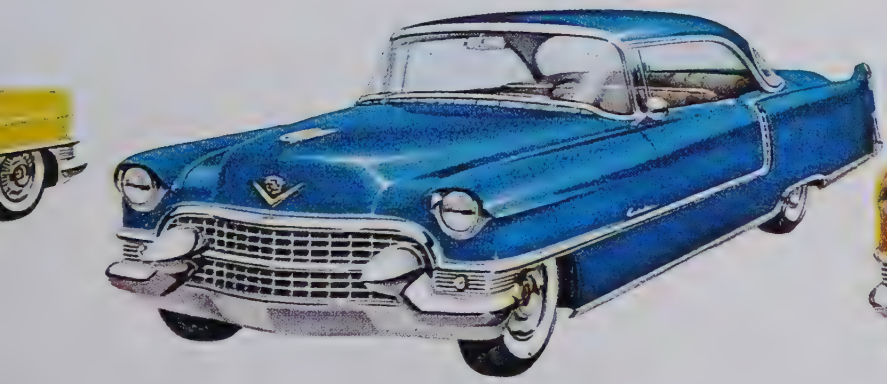


The spectacular Eldorado—featuring a 270-h.p. Cadillac engine.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATI

The magnificent Cadillac Series Sixty Special—new masterwork of the industry's master craftsm

Presents the Most Beautiful and Fines Performing Cars in Its History!



The dramatic Cadillac Coupe de Ville—offering the most colorful and breath-taking interiors of all time.

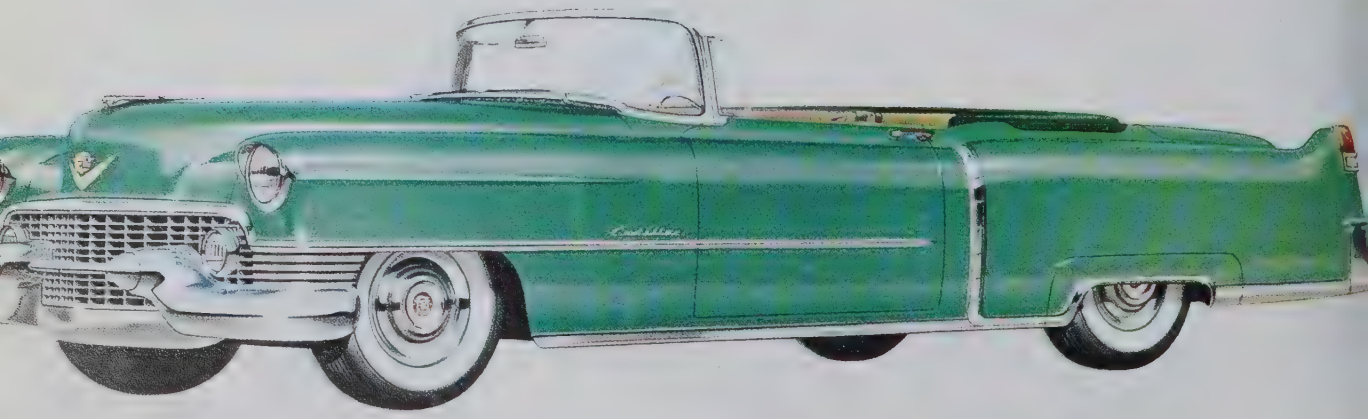
The inspiring Cadillac Convertible—an exciting and brilliant expression of the new Cadillac styling.

The fortunate woman who enjoys possession of a 1954 Cadillac would find it difficult, indeed, to single out the one quality of the car which she finds most rewarding. Cadillac's new performance, for instance, is a constant joy through every mile . . . its great beauty is a source of unending pride and satisfaction . . its marvelous luxury delights her every time she glances about the car's interior . . . and its remarkable economy is a continuing compliment to her practical wisdom. For, truly, this magnificent motoring creation is superlative in every respect. If you have not as yet discovered this for yourself, you should visit your Cadillac dealer without delay. You'll be welcome at any time.

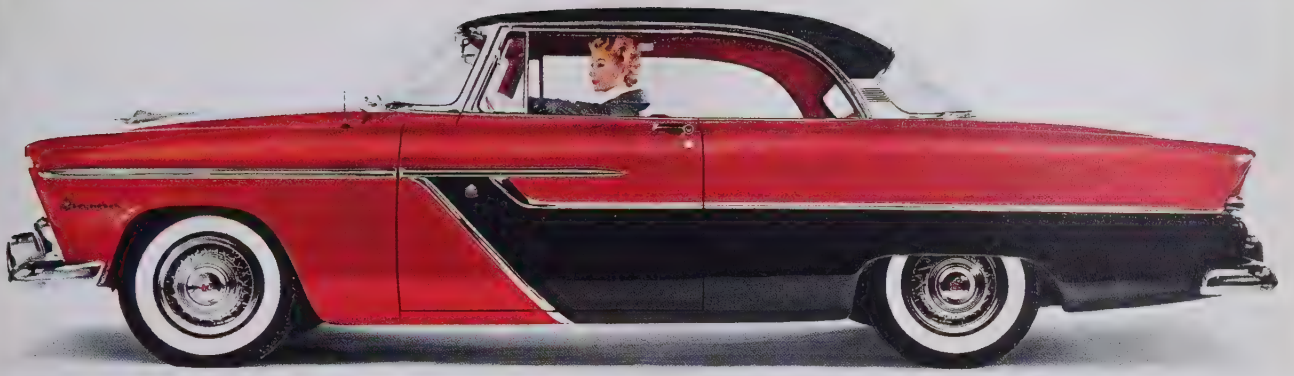
* * *

Dress designed by Hattie Carnegie expressly for the Cadillac Convertible.

Cadillac



CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



Untouched photograph of Plymouth Belvedere Sport Coupe • Enjoy "That's My Boy," "Shower of Stars," and "Climax!" on CBS-TV

SO BIG...SO POWERFUL...SO EXCITING ...ALL-NEW PLYMOUTH '55

Biggest car of the low-price 3.... A completely new car... powerful new V-8 and 6 engines...new Metal-in-Motion Styling... new chassis....Plymouth is the car to measure against. This year, of all years, look at all 3. When you do, you'll change to Plymouth!

Here at last is a completely new car—a car in which *nothing has been borrowed from the past!*

No limit has been set upon the funds, brains or talent needed for the development of this car. Enough new ideas have gone into it for a dozen ordinary "new models."

Why did we "start from scratch" with this automobile?

The answer lies in the spirit and nature of the American people. We as a nation are dynamic, searching, young in heart . . . never really satisfied with anything short of the best. For us a car that is simply a good car, that will satisfy most needs, is not enough.

So we have built our car. Its greatly increased power and size . . . its fleet and forward-thrusting lines . . . all are in the young-hearted tempo of our times.

In this, America's shining new "portrait in steel," you'll see a reflection. And that reflection will be *you.*

The New Hy-Fire V-8 Engine The *newest,* most advanced eight in the lowest-price field, with the Polysphere combustion chamber. Flashing new power . . . more "go" per gallon . . . aviation performance on regular-grade gasoline. . . . Or, you may choose Plymouth's new economical high-horsepower PowerFlow 6, a rugged engine of notable simplicity and smoothness . . . based on a design famous for thrift and reliability.

PowerFlite No-Clutch Transmission with New Flite-Control Drive Selector Finest of fully automatic transmissions. New, convenient drive selector *on instrument panel*—exclusively Plymouth's in the lowest-price field!

Full-Time Power Steering does 80% of the work for you, and—unlike the "other two"—does it 100% of the time!

Power Brakes make driving easier for you. New, wider pedal is *suspended,* both on power and regular brakes, for easier action and added foot room.

New Easy-Glide Power Seats The front seat moves forward and up or backward and down at the touch of a button. Completely effortless.

New Easy-Lift Power Windows Raised or lowered with a flick of a switch! Operated from the driver's seat or individually.

New Full-View Windshield is a true swept-back wrap-around. Your range of vision extends to the sides, where you need it. No blind spots from posts slanting forward at eye level as in other makes.

New Metal-in-Motion Styling Trim, taut-muscled, "forward" lines reflect the dynamic spirit of a nation that's young in heart!

Luxurious New Interiors Fabrics are excitingly modern. Glamorous color styling harmonizes with brilliant exteriors. Beautiful new instrument panel with no-glare finish.

Extra Overhead Strength from new box-girder body construction. Much larger streamlined trunk, fully lined to protect your bags.

New Airtemp Air Conditioning for complete all-weather comfort.

PowerFlite, Power Steering, Power Brakes, Power Seats, Power Window Lifts, Air Conditioning, Automatic Overdrive all available at low extra cost.

Now on display at your Plymouth dealer's . . . a great new car for the YOUNG IN HEART

Plymouth, 1955

You get the white walls of Buick in Europe.

Pontiac combines glamour and utility to bring you the scene-stealing Safari

Here's the glamorous new successor to the station wagon—the adventure-loving Safari by Pontiac.

One breathtaking look tells you that here is a fresh and exciting new kind of car—long, sleek, low as a sedan . . . beautiful far beyond the ordinary wagon.

In steel and glass and in spirit . . . the Safari gives driving new life and zest.

In performance, the Safari stands alone. Under all load conditions, exclusive Wide-Track Wheel design provides geared-to-the-road stability and resistance to lean, sway and cross-winds you'll find in no conventional wagon.

And you can choose from the industry's two most modern V-8 power plants: the Tempest 420, for the ultimate in action, or the 120E, which puts the accent on economy in delivering small car mileage on regular gas—yet with V-8 power and pep.

The ladies in particular will appreciate the Safari's superb handling ease: smooth, sure Air-Cushed True-Contour Brakes; luxurious—but rugged—interiors and roll-down rear windows with no top gate to tug with. The rear window is dash-controlled, electrically operated on Catalina 9-passenger Safari (optional at extra cost on others).

Choose from three glamorous Safaris—the Catalina 6- or 9-passenger or the superb Bonneville 6-passenger. Whatever your choice—admiring glances will be a constant reminder that you're stealing the scene with America's most glamorous wagon!

Your Pontiac dealer invites you to drive this truly remarkable car!

PONTIAC!

America's Number ① Road Car

A Totally New Series • Catalina • Star Chief • Bonneville

THE ONLY CAR WITH *WIDE TRACK* WHEELS

The wheels are moved out to stabilize the widest, steadiest stance in America. Stays center of gravity to better engine the road, safely cornering, smoother ride, easier handling. Pontiac gives you roadability no other car can offer.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

Cadillac, 1954 ◀ *Pontiac, 1954*

▶ *Buick, 1955*

What's up in styling? power?

New Safety. *When you want quick action to get out of a traffic tight-spot, you just push the accelerator pedal the last half inch beyond full throttle—and the way those variable pitch propellers in Dynaflow Drive go to work is hard to believe.*

rformance?

thrill of the year is Buick

FIRST 1955 SHOWING
NOW ON DISPLAY

OF COURSE there's a fresh, new-day note to its styling, from that gleaming Wide-Screen Grille to the smart sweep of that new tail assembly.

Of course there's new power beneath that graceful bonnet—a new high of 188 hp in the low-price SPECIAL — a new high of 236 hp in the CENTURY, SUPER and ROADMASTER.

But the big thrills go even deeper in these 1955 Buicks.

We took a tip from aeronautics

When we tell you these eager new Buicks use the modern airplane's principle of "variable pitch" propulsion, we mean that literally.

As any aeronautical engineer will tell you, one of the greatest boons to aviation has been a propeller that uses one "pitch" of its blades for take-off and fast climbing — another "pitch" for gas-saving in the cruising range.

*And now Buick engineers have applied this pitch-changing principle to Dynaflow Drive.**

A new sensation in driving

What happens when the little blades of the "stator" — deep inside a Dynaflow Drive — change their pitch like the blades of a plane propeller?

The answer is waiting for you now — in the handsomest, ablest and highest-powered Buicks that ever greeted a new year.

So what are you waiting for? Better get behind the wheel of a 1955 Buick—and be up to date on the greatest advance in years.

BUICK *Division of* GENERAL MOTORS

**Standard on Roadmaster, optional at extra cost on other Series.*

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

niles per gallon
ectacular new Dynaflow
ment, added to other advances
t years, gives you up to
e miles per gallon than Buicks
1948.

- and a new high in V8 power
236 hp in the ROADMASTER
236 hp in the SUPER
236 hp in the CENTURY
188 hp in the SPECIAL

Sensational news...from performance to price tag!

Trust car-wise America to get the point about the '55 Pontiac—and get it fast! This All-New General Motors Masterpiece has adorned streets and driveways for just a few weeks—yet public opinion has already marked it as the sum of all that's new and news for 1955.

Drive it, and you'll go all the way with that widespread opinion, too.

You'll note heads turning to admire its lower, future-fashioned lines, panoramic windshield and Vogue Two-Tone styling. You'll feel the thrilling surge of Strato-Streak V-8 power . . . the all-new ease of control from new recirculating ball steering and front suspension . . . the restful ride and stability from new parallel rear springs and more rigid frame. You're handling a pace setter in every department—and you know it from the instant you settle down in the wider front seat.

Yet the price is still next door to the very lowest. That's the crowning sensation of the sensational car on display at your Pontiac dealer—the year's boldest advance in beauty, luxury, power. See and drive it today!

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

Over three and a half million test miles prove this 180-HP Strato-Streak V-8 formest in performance, economy and dependability.

SEE THE RED BUTTONS SHOW, FRIDAYS—NBC-TV

'55 Pontiac

WITH THE 180-HP STRATO-STREAK V-8

Pontiac, 1955

Room for everything - except improvement!

The statement above neatly sums up what we have done to make this all-new General Motors Masterpiece the highway star of the year.

You'll agree, it looks the part. Pontiac's low future-fashioned contour, twin-streaked hood and Vogue Two-Tone styling are new to motoring—as is the mode-of-tomorrow décor of the roomier interiors.

At the wheel you'll learn that it *acts* the part, as well. Strato-Streak V-8 performance is just as sensational as it sounds. Recirculating ball steering, bigger brakes, parallel rear springs and front suspension work equal wonders in handling and riding ease. Driving becomes a fresh and thrilling experience again!

That's Pontiac for '55—a car that overtakes tomorrow in every department of motoring . . . styled, powered and appointed to challenge any car at any price on any count—yet priced within a few dollars of the very lowest. See it, drive it, buy it—own all that's new and best for '55.

Pontiac Motor Division of General Motors Corporation

SEE THE RED BUTTONS SHOW, FRIDAYS—NBC-TV

Pontiac station wagons for '55 feature a wide vision, wrap-around rear window as well as a new panoramic windshield.

'55 Pontiac

WITH THE 180-HP STRATO-STREAK V-8

Pontiac, 1955

THE 1955 NEWS STORY ON FINE CAR PERFORMANCE

There's a strong statement that needs to be made right now. This year Lincoln has been built to give you performance that cannot be approached by any other fine car on the road.

First, there is Lincoln's new Turbo-Drive—the most significant forward step in no-shift transmissions in 15 years. At last—completely *smooth* shifting plus instant acceleration, giving you both in combination for the first time.

The next news comes from a dramatic engineering achievement—the new, high torque Lincoln V-8 engine. Here is an efficient power plant with more than just high horsepower and high compression ratio. Teamed with the new Turbo-Drive, this new engine gives you performance that is matchless—not just at expressway speeds but in *all* speeds.

You move effortlessly through traffic. You pass other cars as if they weren't there. Hills are leveled. Curves are straightened. This is performance—this is *action*—out of the engineer's dreambook.

Won't you visit your Lincoln dealer soon? See for yourself Lincoln's dramatic new styling for 1955. Then take a Lincoln or Lincoln Capri out on the road. You'll quickly understand why it's the car for modern living—for *magnificent* driving!

LINCOLN DIVISION • FORD MOTOR COMPANY

NEW 1955

LINCOLN

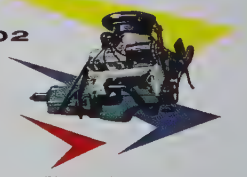
for modern living
for magnificent driving

Lincoln, 1955

New 1955 Ninety-Eight Deluxe Holiday Coupé. A General Motors Value.

...Powered by "ROCKET" 202

Headed straight for highest honors! It's the new *"Go-Ahead" look* . . . Oldsmobile's styling exclusive for '55! Here's grace and glamour to raise your spirits . . . a "flying color" flair that's Oldsmobile's alone! What's more, the new "Rocket" 202 Engine steps ahead in power and performance! By all means see and drive this all-around-new "Rocket" Oldsmobile . . . at your dealer's now!



Higher power (202 hp.), higher compression (8.5:1), higher torque—the greatest "Rocket" on record!

Ninety-Eight

OLDSMOBILE

Oldsmobile, 1955

▶ *Plymouth, 1954*

New 1954 Plymouth offers you Hy-Style Beauty

Hy-Drive No-Shift Driving... New Power Steering

Great New Value!

NEW HY-STYLE design features glowing new colors, sweeping lines accented with brilliant chrome; a car that's inches longer with a lower, wider look; new Color-Tuned interiors; three new lines of cars, the Plaza, the Savoy, the Belvedere.

NEW HY-DRIVE is the newest, smoothest, least expensive no-shift drive in the low-price field! A special power-multiplying feature gives you fast, positive getaway. From start to stop, Hy-Drive is smooth; no lag or jerk at any speed!

NEW POWER STEERING makes parking and driving practically effortless, yet you always have the sensation of sure, safe control. For a demonstration of these and other new features we hope you'll see your Plymouth dealer soon!

Tune in Medallion Theatre weekly on CBS-TV. See TV page of your newspaper for time and station.

Power Steering and Hy-Drive—also Automatic Overdrive—optional at extra cost.

PLYMOUTH

PLYMOUTH
Chrysler Corporation's No. 1 Car

American Motors Announces

NEW IDEA! *You never saw such luxury in a car priced so low. Genuine leathers and exquisite nylon jacquards, color-keyed from roof lining to two-tone carpet.*

YOU'RE LOOKING AT IT NOW—the *first* new car from dynamic American Motors!

Not just a new car, but a complete *new idea* in automobiles, to meet the new motoring wants of millions.

Here's the new idea in luxury . . . the rakish flair of the continental sports car, with color-smart interiors like you've never seen before!

Here's the new idea in performance. The liveliest, easiest-to-handle car you've ever had your hands on. A Rambler that darts through traffic . . . turns in the shortest radius, parks easier and out-maneuvers any sedan built in America today . . . and that out-distances them all on a tankful of gasoline!

Here are whole new ideas in comfort and safety. *Complete* "All-Season" Air Conditioning* Airliner Reclining Seats. A new kind of Deep Coil Ride that smooths out the bumps as it hugs the road. A new kind of safety construction . . . Double Strength Unit Body.

See and try this newest idea in automobiles—for never before has a car so fine *been priced so low.* Now on display at all Hudson Dealers and Nash Dealers throughout America.

NEW IDEA! *It's All-Season Air Conditioning*—greatest health, comfort, safety feature of fifty years. No cold in winter! No heat in summer! No traffic roar or dust—constant fresh, filtered air. Needs no trunk space. A Rambler so equipped costs less than an ordinary car!*

**Patents applied for*

NEW IDEA! *You're cradled in deep, Airliner Reclining Seats that adjust to let you rest on the roughest roads. Make up into Twin Travel Beds in most models.*

New Idea!
On Television:
"Disneyland" . . .
great new all-family
entertainment, ABC
Network, see TV listings
for time, station.

JEWELRY BY VAN CLEEF & ARPELS • GOWNS BY CEIL CHAPMAN

NEW IDEA *in "get up and go" . . . smart as tomorrow from its rakish sports car grille to its dashing continental rear tire mount, the new Rambler is easiest to handle in city traffic and on the highway.*

Rambler, 1955

Whole **New Idea** in Automobiles

It's the Country Club in Coral and Snowberry White! *One of Rambler's 22 rainbow-gay color combinations—in smart sedans, hardtop convertibles, station wagons.*

NEW IDEA! *Here's spectacular performance in a car that turns in a 38-foot circle. Unique, new Deep Coil Ride keeps you grooved to curves. Pictured here is the Rambler "Cross Country"—the New Idea in station wagons.*

THE 1955

Rambler

American Motors Corporation, Detroit, Michigan

OW AT **Nash** DEALERS AND **HUDSON** DEALERS EVERYWHERE

▶ *Buick Roadmaster, 1955*

That wealthy look at a healthy saving!

THE 870 CATALINA

Pontiac's mighty, new Strato-Streak V-8 and all-new shockproof chassis deliver a completely new kind of performance, control and roadability.

From instrument panel to rear window, Pontiac provides the roominess and luxury of costly cars.

When you buy a Pontiac, fine things happen immediately.

Your pride gets a lift. You own one of America's most desired possessions—the objective, and the envy, of everyone with eyes for clean, modern beauty, rakish smartness and the splendor of luxury fabrics artfully keyed to the two-toned colors of the spacious bodies.

Motoring becomes exciting again. You drive the ablest performer you have ever headed down a highway—alive with new alertness . . . sweeping uphill or down with the same effortless ease . . . responding with crisp, compelling power to every call for action.

And you have the pleasant knowledge that you have also pampered your purse. Pontiac prices are practical for every new-car buyer! Take a ride and look at the price tag for '55's finest value!

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

'55 Pontiac

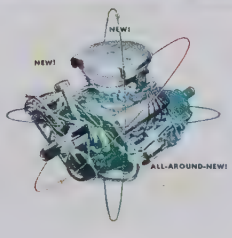
STRATO-STREAK V-8

SEE THE RED BUTTONS SHOW, FRIDAYS—NBC-TV

Chevrolet, 1955

OLDSMOBILE 88

ROCKETS INTO 1955!



Flashing into the future with flying colors . . . *Oldsmobile for '55!* . . . *more spectacular, more colorful, more powerful* than ever! In three exciting series (Ninety-Eight, Super "88", "88"), every one of them new, all-around-new, *all the way through!* And Oldsmobile's owner-proved "Rocket"—the engine that blazed the way into the Power Era—is all-new, too! New 202 horsepower, new higher torque, new higher compression ratio—new combustion chambers! Every new Oldsmobile has that commanding new "Go-Ahead" look—bold, sweeping front-end design—dramatic new "flying color" patterns—dazzling new styling from front to rear—the newest *new ideas on wheels!* More than ever, Oldsmobile is out ahead to *stay ahead!* See your dealer now . . . see these magnificent new "Rocket" Oldsmobiles for 1955!

Pontiac, 1955 ◀ Oldsmobile, 1955

Why not make a smart move – just for the fun of it?

It makes good sense, if you like the finer things in life, to go looking where the cream lies thickest.

In motoring, that means a meeting with ROADMASTER—and for a very sound reason.

This top-of-the-line Buick is the very cream of the most successful line of Buicks in all history – with sales now soaring to an all-time best-seller high.

That brings to the buyer of a ROADMASTER many things not to be had in other fine cars of similar stature.

For the advantages that are bringing such soaring success to *all* Buicks are merely the beginnings for ROADMASTER.

Here, the great Buick ride of all-coil springing is made measurably better by larger tires, by bigger brakes, by special cushioning in the car's interior.

Here, exclusive fabrics and finish are fully in keeping with the custom production status of this luxurious automobile.

And here, as you would expect, is a long list of items provided as standard equipment at no extra cost—including Buick's much-wanted Safety Power Steering.

But this year, the move to ROADMASTER is a smarter move than ever in the fine-car field—because here you get the most modern automatic transmission yet developed.

It is the new Variable Pitch Dynaflow—smo to the absolute—improved in gasoline mileag thrilling beyond all previous experience wh you call for action. And it is given life by t highest horsepower ever placed in a Buick.

So may we suggest that you look in ROADMASTER—just for the fun and satisfacti it can bring you? Your Buick dealer will glad arrange matters—and show you the sensil price that Buick's volume production perm for this custom-built automobile.

BUICK *Division of* GENERAL MOTOR

ROADMASTER

Custom Built by Buick

Milton Berle Stars for Buick
See the Buick-Berle Show
Alternate Tuesday Evenings

THE STUDEBAKER-PACKARD CORPORATION PRESENTS

The New Packard Clipper

For those who want individuality in a medium-price car

Count the people who will find their hearts' desires in the new Clipper! There will be those of instinctive good taste, with an eye for beauty and a feeling for design. There will be sports car enthusiasts who want split-second response at the green light, and power that puts them ahead of the pack on the open road. And there will be those who instantly perceive that this is a new kind of medium-price car. Whatever *your* reason for choosing a new Clipper, expect necks to crane and eyes to stare as you flash past. Expect to experience a heart-warming *pride of ownership* in this car *built for people with fine car tastes* by one of the four full-line producers of automotive transportation.

CLIPPER CONSTELLATION
245 HORSEPOWER

Clipper – the car that makes it smart to be different!

If you hesitate to buy a medium-price car because six months hence it will be "everybody's car" — *the new Clipper is for you!* For in the Clipper you will find the *individuality* you seek . . . and to which you are entitled.

This new Clipper has been expressly designed to be *distinctive* in appearance as well as performance. Every inch a thoroughbred, it is *precision-built* by the Packard Division to traditional Packard standards of quality and good taste.

With the big new 225 OR 245 HORSEPOWER CLIPPER V-8 ENGINES, you will command more *responsive power* than is available in any other car near the Clipper price class. Precision engineering made famous by Packard makes these new Clipper engines compact, quiet models of smooth efficiency.

Clipper's new Twin Ultramatic Transmission . . . two in one . . . gives you a choice of starts . . . lightning get-away . . . ultra smoothness for traffic. Teamed with the new Clipper V-8 engines, it provides outstanding gasoline economy.

New Clipper styling features distinctive sweeping lines. Luxurious interiors offer unlimited choice of harmonious color combinations. The new Clipper is distinguished in its timeless good *taste* . . . it reflects the inimitable Packard touch!

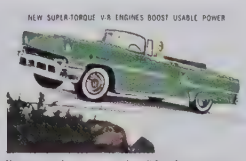
Your Packard dealer invites you to see the new Clipper today. Drive it. Compare it with any car . . . for appearance, for performance, for outstanding value. And you'll agree that the new Packard Clipper gives you distinctive individuality in the medium-price field!

Clipper – Precision-Built by Packard Craftsmen

Packard Clipper, 1955

Now—high horsepower you can use—not just boast about!

NEW SUPER-TORQUE V-8 ENGINES BOOST USABLE POWER

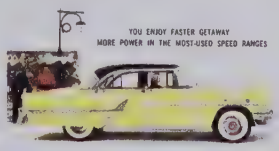


You get 198 horsepower (and an 8.5 to 1 compression ratio) in Mercury's new Montclair Series; 188 horsepower in the Monterey and Custom Series. But more important is Mercury's new acceleration at every speed.

YOU GET MORE POWER WHERE AND WHEN IT COUNTS

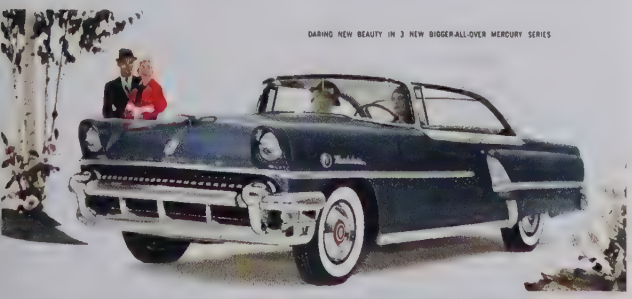
In conventional engines, *high* horsepower is often *wasteful* power—useful only for high speeds which are rarely needed. But with Mercury's new super compression and dual exhaust, more of the engine's power can be used for *everyday* driving.

YOU ENJOY FASTER GETAWAY
MORE POWER IN THE MOST-USED SPEED RANGES



You enjoy super pickup at *all* speeds, but particularly for *normal* driving. Split-second response from a standing start. A lightning-quick *reserve* of passing power at cruising speeds. In short, instant acceleration all the way up to superhighway speed limits.

DARING NEW BEAUTY IN 3 NEW BIGGER-ALL-OVER MERCURY SERIES



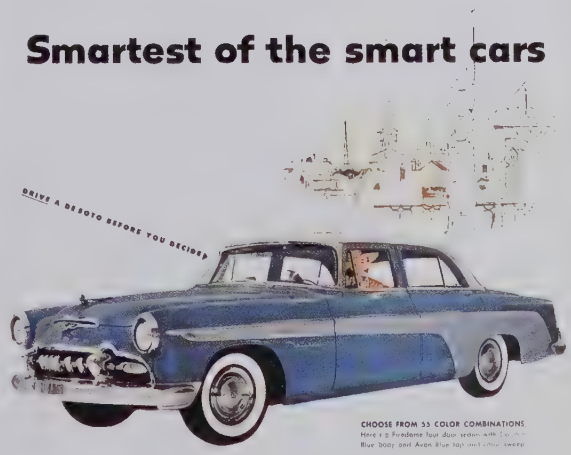
Mercury offers you 10 longer, lower, wider models for 1955. Just about everything's new. New bodies, fabulous new interior patterns and fabrics, lower chassis, Full-Scope windshield, tubeless tires, hooded headlamps, beacon tail-lights, quicker-action Mere-O-Matic Drive (optional). You even get a finer-than-ever edition of famed ball-joint suspension. We invite you to see all 3 series of 1955 Mercury at your dealer's today—the ultra-smart Montclair, the beautiful Monterey, the budget-priced Custom.

FOR FUTURE STYLING AND SUPER POWER IT PAYS TO OWN A NEW 1955 **MERCURY**

MERCURY DIVISION · FORD MOTOR COMPANY

Buick Roadmaster, 1955 ◀ *Mercury, 1955*

Smartest of the smart cars



CHOOSE FROM 55 COLOR COMBINATIONS
Here is a Firedome four door sedan with Lake Blue body and Avon Blue top and color sweep

This year the famous De Soto Firedome—entirely restyled and more powerful than ever—comes to you at a new lower price. This forward-looking, road-hugging beauty has a smartness that wins admiring glances everywhere. It's so low you can look right over the roof! And note the New Horizon wrap-around windshield that is swept back to give you 20 per cent more glass area.

Both Firedome and Fireflite model—have mighty V-8 engines to give you the thrilling performance De Soto appearance promises. See—and drive—these "smartest of the smart cars" at your De Soto dealer before you buy any car! De Soto Division, Chrysler Corporation.

the NEW DE SOTO with the Forward Look

DE SOTO-PLYMOUTH dealers present GROUCHO MARX in "YOU BET YOUR LIFE" on NBC Radio and TV

De Soto, 1955 ▶ *Plymouth, 1955* ▶▶ *Plymouth, 1956*

The car that's going places with the Young in Heart!

Aerodynamic Plymouth '56

All-new Plymouths in 29 models. Choice of engines—new Hy-Fire V-8 or PowerFlow 6

Driving Takes Wings

Settle yourself behind the Push-Button controls of the all-new Plymouth '56. Look proud, because every eye is turned on this big, beautiful triumph of jet-age design. . . . Then a gentle toe-touch on the throttle! Feel that forward push against your back . . . see how Plymouth leaves other cars behind?

That's Plymouth's magnificent new Hy-Fire V-8 . . . plus *90-90 Turbo-Torque* getaway and PowerFlite, for top thrust at take-off . . . swift, safe passing. Or, for maximum economy, choose the new, increased-horsepower PowerFlow 6.

Get the news PLYMOUTH NEWS CARAVAN with John Cameron Swayze, NBC-TV SHOWER OF STARS and "CLIMAX!" CBS-TV.

PUSH-BUTTON DRIVING

What it means to you. First on Plymouth in the low-price 3! A touch of a button selects your driving range. Easy as pressing a light switch. Then PowerFlite fully automatic transmission takes over. Here's new driving ease!

Unretouched photograph of Plymouth "6" Belvedere 4-door Sedan

THE BIGGEST IS THE MOST GLAMOROUS, TOO!

T...MOST MODERN...OF THE LOW-PRICE 3

est car in the lowest-price field . . . 17 feet of beauty!

ant new 6-cylinder PowerFlow 117, with exclusive me-Sealed Action. *Exciting new 167-hp Hy-Fire highest standard horsepower in its field.*

orous new Full-View Windshield . . . a true swept- wrap-around, with greatest visibility of any low- car. All Power Driving Aids.

rFlite . . . finest no-clutch transmission made, with rFlite Range Selector on the instrument panel.

It seems spun out of fire and flowing lines—the 1955 Plymouth. You see it everywhere—proudly thrusting through the night, or jewel-brilliant in the sun. For America recognizes that the beautiful '55 Plymouth is unmistakably one of the great cars of automotive history.

This big beauty was deliberately created to revolutionize the lowest-price field. It is lithe, eager, *new*. Nothing borrowed. No hand-me-down styling. No compromises. Just the enduring beauty of perfect taste—yours now, in *the biggest car of the low-price 3.*

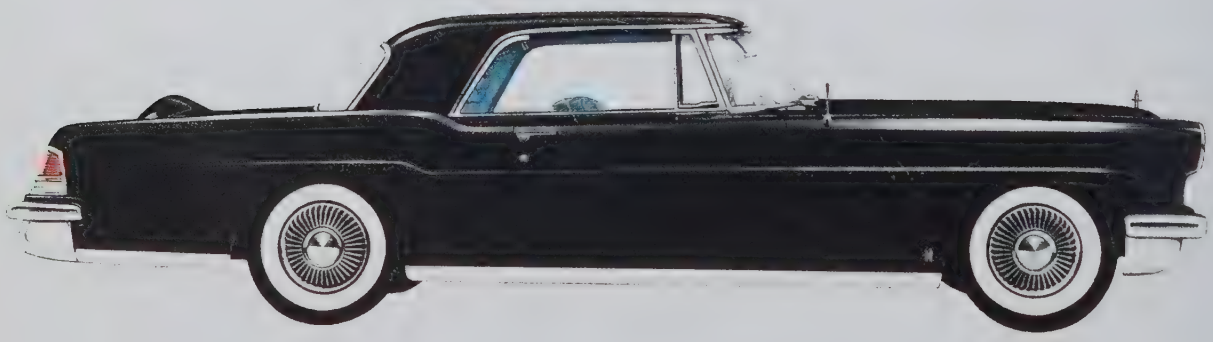
Inner value is well mated to outer grace in the new Plymouth. You sense that . . . in the hushed power, the nimble handling, of this superb car. . . . This year, of all years, *look at all 3.* Study Plymouth's engineering and craftsmanship. Then, we believe, you'll join the big swing to Plymouth.

PowerFlite and all Power Driving Aids available at low extra cost. Enjoy "PLYMOUTH NEWS CARAVAN" on NBC-TV and "SHOWER OF STARS" and "CLIMAX!" on CBS-TV

ALL-NEW PLYMOUTH '55

See it...drive it...today at your Plymouth dealer's...a great new car for the YOUNG IN HEART

Now, in America, a refreshing new concept in fine motor cars



The excitement it stirs in your heart when you see the Continental *Mark II* lies in the way it has dared to depart from the conventional, the obvious.

And that's as we intended it. For in designing and building this distinguished motor car, we were thinking, especially, of those who admire the beauty of honest, simple lines . . . and of those who most appreciate a car which has been so conscientiously crafted.

The man who owns a Continental *Mark II* will possess a motor car that is truly distinctive and will *keep* its distinction for years to come.

Continental

Mark II

Continental Division · Ford Motor Company

Plymouth, 1955 ◀ *Continental Mark II, 1955*

Hard top, soft top or open—the Thunderbird is the star in *any* setting!

And now: the latest version of America's most exciting car:

Ford THUNDERBIRD for '56

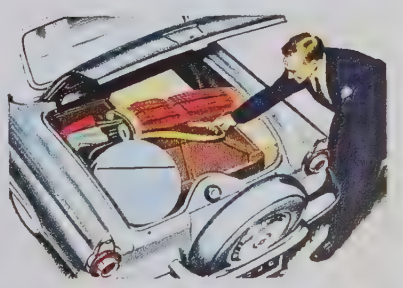
Ready to give you a new lease on driving fun, this newest version of America's favorite dream car is more stunning in style . . . more thrilling in power . . . more luxurious in comfort.

Here, poised for flight you see what many people hardly dreamed possible: a more beautiful, more powerful, more distinctive Thunderbird.

The graceful contours of its long, low lines . . . the unique flair of its new spare-tire mounting . . . the dazzling sheen of its new two-tone colors are but a hint of its newness.

It is when you put the selector in drive position and nudge the gas pedal of a Fordomatic model that the new Thunderbird will really take you by the heart. Nestled beneath that sleek hood lies a new 225-h.p. Thunderbird Y-8, ready to revise all your ideas of how a car should respond.

Now, you may choose hard top, soft top or both. There's a glass-fibre hard top and a foldaway fabric top. Now, the interiors are richer—more beautiful than ever. Now, you get the added protection of Ford's exclusive Lifeguard design. Now, the ride is smoother—the cornering is flatter than ever. And, as always, you may have optional power steering, brakes, windows and seat. Ask your Ford Dealer just how soon *you* can start enjoying the better things of driving.



The 1956 Thunderbird's brand-new rear spare-tire mounting folds back handily, as quick as a wink. It adds as greatly to your luggage space as it does to the over-all beauty of the car.

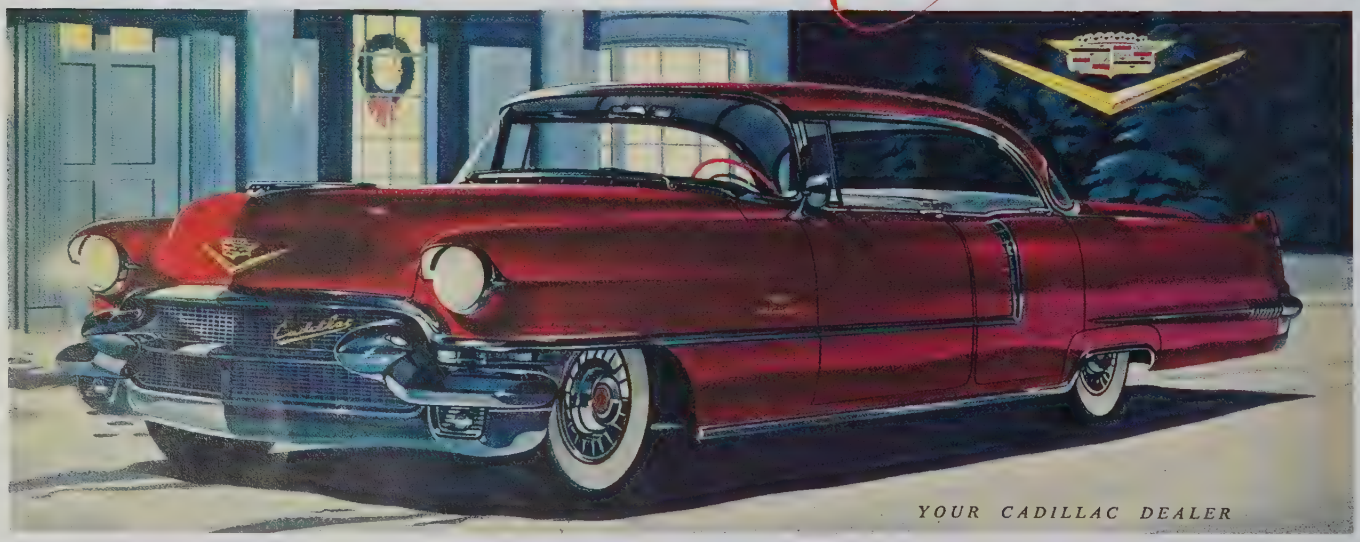
Ford Thunderbird, 1955

▶ *Chevrolet, 1956*

Nonnast
Chevrolet

The Christmas They'll Never Forget!

Cadillac



Cadillac, 1955

Behold the Incomparable

PACKARD

America's only fine car with...

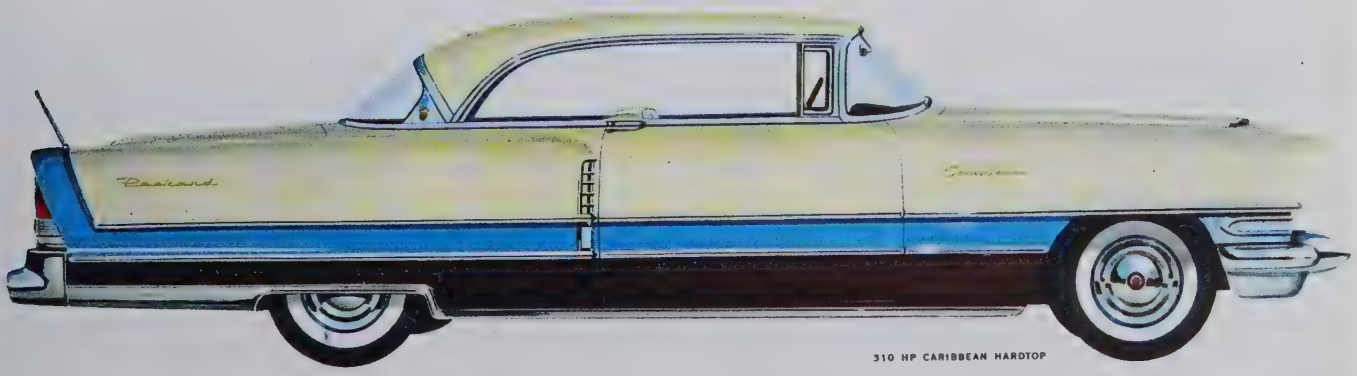
Torsion-Level Ride — the new suspension principle that outmodes coil and leaf springs

Up to 310 Horsepower — giving you mightier wheel-driving force than any other car

Electronic Touch-Button Drive — the only electronically operated finger-touch control

Twin-Traction Safety Differential — for dramatically safer road-grip the year round

The fastest increase in resale value of any car — up as much as 9.6% in the past year



310 HP CARIBBEAN HARDTOP

ASK THE MAN WHO OWNS *the New* ONE

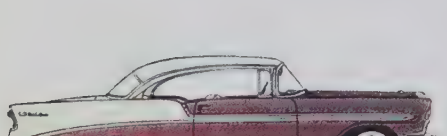
PACKARD DIVISION—STUDEBAKER-PACKARD CORPORATION Where Pride of Workmanship *Still* Comes First

Packard, 1956

▶ *Chevrolet, 1956*

19 sure cures for Spring Fever ... all easy to take!

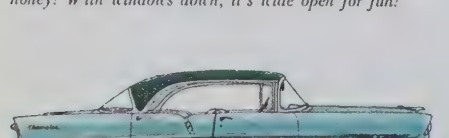
Those fresh and frisky '56 Chevrolets



THE BEL AIR SPORT COUPE—Another hardtop honey! With windows down, it's wide open for fun!

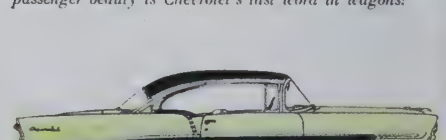
THE BEL AIR CONVERTIBLE—Loves to go—and looks it. Horsepower ranges clear up to 225!

THE BEL AIR NOMAD—Sweet and low. This 6-passenger beauty is Chevrolet's last word in wagons!



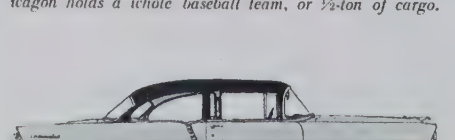
THE "TWO-TEN" SPORT SEDAN—Four doors and no sideposts in this stylish new Chevy.

THE "TWO-TEN" BEAUVILLE—This 4-door wagon holds a whole baseball team, or ½-ton of cargo.



THE "TWO-TEN" SPORT COUPE—Made to have fun with—and it's Chevrolet's lowest priced hardtop!

THE "TWO-TEN" HANDYMAN—Looking for a 2-door station wagon that seats six and handles big loads?



THE "TWO-TEN" DELRAY CLUB COUPE—Its all-vinyl interior thrives on hard use. Washes clean.

THE "ONE-FIFTY" 4-DOOR SEDAN—Notice the tasteful chrome trim in Chevrolet's lowest priced series!

THE BEL AIR SPORT SEDAN—One of Chevrolet's two new 4-door hardtops. Body by Fisher, of course.

THE HOT ONE'S EVEN HOTTER

Are you feeling slightly day-dreamy these days? Find yourself thinking of far-away places where tall trees hem in the highway and sunlight skips merrily along a chuckling mountain stream? That's spring fever, friend.

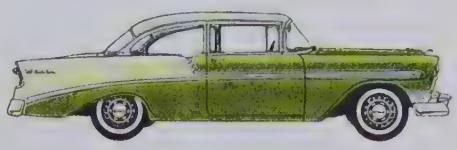
It's curable, though—and we don't mean with sulphur and molasses. You just pick yourself out a frisky new Chevrolet and go find that mountain stream. Or, if you can't get away for the trip, just *owning* a new Chevrolet will do the trick.

Sunday sightseeing around town and afternoon jaunts in the countryside are shiny new adventures when you're driving one of these fun-loving new Chevies.

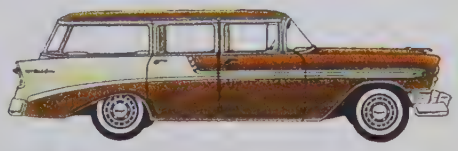
In all, Chevrolet offers 19 sure cures for spring fever—all with Body by Fisher and horsepower ranging up to 225 for safer, happier traveling. We'll be happy to fill the prescription whenever you stop in. Why not make it soon?

SEE YOUR CHEVROLET DEALER

THE BEL AIR 4-DOOR SEDAN—Chevrolet brings you the security of safety door latches in all models!



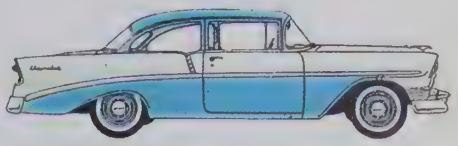
THE BEL AIR 2-DOOR SEDAN—A beautiful thing to handle! Ball-Race steering makes turning easier.



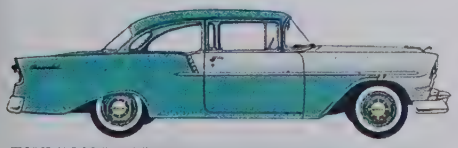
THE BEL AIR BEAUVILLE—Seats nine passengers, or converts quickly to roomy cargo carrier.

THE "TWO-TEN" 4-DOOR SEDAN—As you can see, the "Two-Ten" series has its own sassy new styling.

THE "TWO-TEN" TOWNSMAN—Plenty of room for six—plus big load space in this 4-door wagon.



THE "TWO-TEN" 2-DOOR SEDAN—Directional signals are standard in all new Chevrolets.



THE "ONE-FIFTY" 2-DOOR SEDAN—Your choice of V8 or 6 power in every new Chevrolet.

THE "ONE-FIFTY" UTILITY SEDAN—The entire rear compartment is load space.

THE "ONE-FIFTY" HANDYMAN—Rear seat folds flat for extra carrying capacity in this 2-door wagon.

THERE'S MORE BEHIND THE DOOR BODY BY FISHER OF A PONTIAC

And a very important "more" it is—this famous Fisher Body coach emblem. For—like such dramatic style advances as the four-door hardtop and the panoramic windshield—it represents those added values of exterior line and color—of interior luxury—of sturdier, safer construction which only generations of experience and the latest tools and techniques can build into a car body.

Hollywood Set by Chasen's

Star Fashions by Maurice Rentner

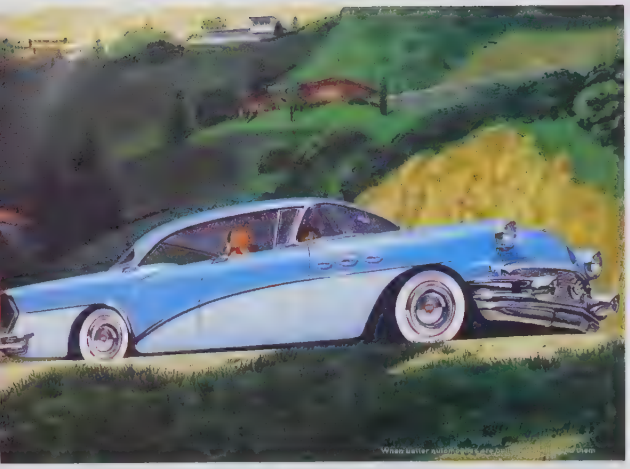
Catalina Four-Door Hardtop by Pontiac

Body by Fisher

GM

found only on General Motors Cars

CHEVROLET · PONTIAC · OLDSMOBILE · BUICK · CADILLAC



We hear it from thousands:

"Best Ride yet"

Ever since the 1956 Buicks made their bow some months back, we've been getting the easiest reports!

And it's happening right across the country. The fine comments keep coming in, while Buick sales keep climbing up.

Sure, it's to be expected. New car, new compliments.

But never before believe us, anything like this!

For this wave of raves about the '56 Buick goes for something beyond the bold, bright sweep-ahead styling that graces and identifies the best Buick yet.

It moves on beyond the might of new 322 cubic inch V8 engines that hit the record book with the highest horsepowers and compression ratios in Buick annals.

It even reaches beyond the spectacular new double-action getaway and stepped-up gas mileage of Variable Pitch Dynaflow*, where the thrills come thick even *before* you switch the pitch.

This rising enthusiasm for this year's Buick is more and more, for the way this beauty *rides*.

For the way it corners and tracks and hugs the road with a truer "sense of direction" than any Buick before it.

For the way it brings boulevard smoothness to roads that need renewing—for the way its coil springs at all four wheels smother ruts and ripples—for the way its deep-oil shock absorbers soak out jars and jouncs—for the way its big broad chassis lances along with swift and sure precision to keep a firm and level buoyancy for the car body and its passengers.

We could give you reasons by the dozen for this Buick's great ride.

But why take anyone's word for the feel of a car that is ride-engineered like no other car in the world?

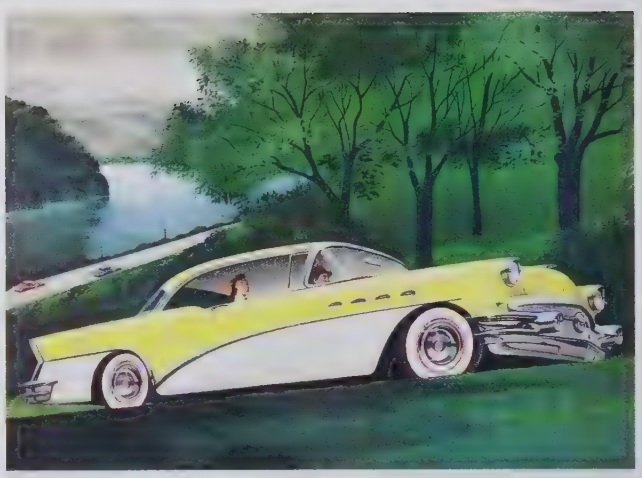
Just drop in on us and take the wheel yourself. That way you'll know that here, literally, is the best ride yet.

Join Buick's "Thrill-a-Minute Club"

Best Buick yet

See Your Buick Dealer

Buick, 1956



JUST PRESS HERE — for Zoom Service

(That's how you switch the pitch for the most thrilling safety-surge in America today!)

It happens like this:

You want to enter an opening in fast-moving traffic. Or to pass in fewer seconds for safety's sake. Or get out of an emergency. Or breast a mountain.

So you dip the gas pedal of your new Buick to switch the pitch and – *zoom.*

You're on your merry way, quick and sure as greased lightning with the chains off.

But even before you do that – even before you switch the pitch in Buick's advanced new Variable Pitch Dynaflow* —you make another great discovery:

Smack in the very first inch of gas pedal travel—right where you step gas every foot of the way—there's a brisk and breezy new getaway response. It gives you new control over the countless events that arise in everyday driving. And it's winning raves all over America.

So you owe it to yourself to call on your Buick dealer soon and try Dynaflow's new zoom service, new gas savings.

Try it, along with the mightiest V8 engine in Buick annals—322 cubic inches of high-compression efficiency.

Try Buick's sweet new ride, cushioned by new vertical shock absorbers containing triple the former volume of oil.

Try Buick's rock-firm stability on curves – its "sense of direction" steering – its lighthearted handling—the full sweep of excitement awaiting you here.

When you do, you'll also learn that this best of all Buicks, this most beautiful of all Buicks, can be yours at a surprisingly low figure. And that, sir, is a promise.

Can you make it real soon?

BUICK *Division of* GENERAL MOTORS

**New Advanced Variable Pitch Dynaflow is the only Dynaflow Buick builds today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Special.*

#Even better automobiles are built Buick will build them

Best Buick yet

UP! JACKIE GLEASON ON TV Every Saturday Evening

Buick, 1956

Bel Air 2-Door Sedan—one of 20 frisky new Chevrolet models.

It's a beautiful thing to handle!

Pick out a '56 Chevy owner—one who recently switched from another make of car—and ask, in a comparative kind of way, about Chevrolet handling and safety. Easier to park? Quicker reflexes in traffic? Holds the road better taking corners and curves?

We'll bet you get 100 percent affirmative answers. Because we know for a fact that Chevrolet's one of the few cars being built today with such handling ease, pep and roadability. Chevy proved that by breaking the Pikes Peak record. And proved it again by taking top honors in its field at the NASCAR Daytona Beach time trials.

What's the secret? Lively horsepower up to 225—plus a beautiful combination of road-car qualities that other cars don't have. Drive a Chevy and see what we mean. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

The Hot One's Even Hotter!

CHEVROLET

America's largest-selling car—2 million more on the road

Body By Fisher, 1958 ◀ *Chevrolet, 1956*

Frisky is the word for Chevy! Here's the Bel Air 4-door Sedan with Body by Fisher

velvet smooth and full of spunk!

This sweet, smooth and sassy new Chevrolet has its own special way of going. It's spirited, sure . . . but a honey to handle. And if the roads out your way suddenly seem newer, that's Chevy's new ride!

We might as well own up to it—there's a certain restless energy about the new Chevrolet. It's not the stay-at-home type at all. Even when it's parked in the driveway, you can tell it's poised to travel.

The plain fact is, this beauty's full of vim, vigor and V8 action! (Horsepower, you know, ranges up to 245*.) But for all its fresh and frisky ways, Chevy's a real solid citizen on the highway.

It's a honey to handle—sure-footed on curves, beautifully smooth on roads that have seen better days, always quick and quiet in its response to your touch.

You'd have to go a long way to find a car that offers more pure pleasure. But it's just a short trip to your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET

1 USA '57 CHEVROLET

**Optional at extra cost. 270-h.p. high-performance V8 engine also available at extra cost.*

Chevrolet, 1951 ▶ *Nash, 1956* ▶▶ *Chevrolet, 1957*

Nash Thought of the Children, too, in the World's Finest Travel Car!

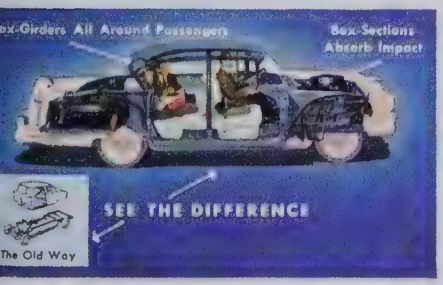
Photographed in Disneyland

We didn't stop with giving Nash the swiftest, boldest speedlines and the hottest new V-8. We added a "baker's dozen" of exclusive benefits for children's comfort and parents' peace of mind.

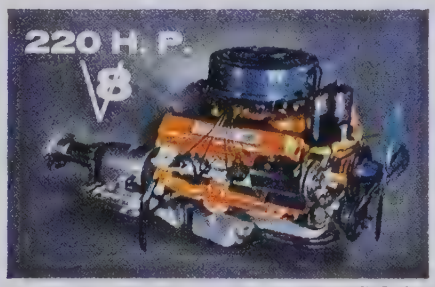
We put the biggest, safest room on the road into the world's strongest, safest construction . . . an instant "nap couch" nearly 3 feet wide for two youngsters, plus "sit-up" room for parents . . . a "game table" rear arm rest . . . a new kind of low-cost air conditioning.

We built the broadest windshield and rear window for wide young eyes . . . developed a whole new springing system to banish "back-seat bounce".

Bring the family and travel-test this new Nash. And try to match these wonderful travel features in any other car! See your Nash dealer.



Advanced Over Old-Type bolted body and frame (left), in Nash (above), the Double Safety of the single, all-*welded* unit extends big box-girders around your precious cargo. Lasts twice as long, means higher resale value.



Just Tap the "Go" Pedal of the new 220 H.P. Jetfire V-8 and the Rocky Mountains seem Florida-flat. Breath-taking getaway with Twin Ultramatic Drive. Brand-new Statesman overhead valve engine, too.

No Freeze, No Sneeze, No Sizzle with amazing, lower-priced All-Season Air Conditioning. One control warms you in winter, gives you refrigerated, dry, cool comfort in summer. Filters and ventilates all year 'round.

New Speedline-Styled Nash Ambassador Four-Door Sedan, above, photographed in Disneyland.

WORLD'S FINEST TRAVEL CAR

Nash '56

TOPS IN RESALE VALUE

SEE THE ALL-NEW RAMBLER, TOO, AT YOUR NASH DEALER

AMERICAN MOTORS MEANS MORE FOR AMERICANS

See Disneyland—great TV for all the family over ABC network.

In the market for a car that's sweet, smooth, and sassy?

Chevy's got 20 to pick from!

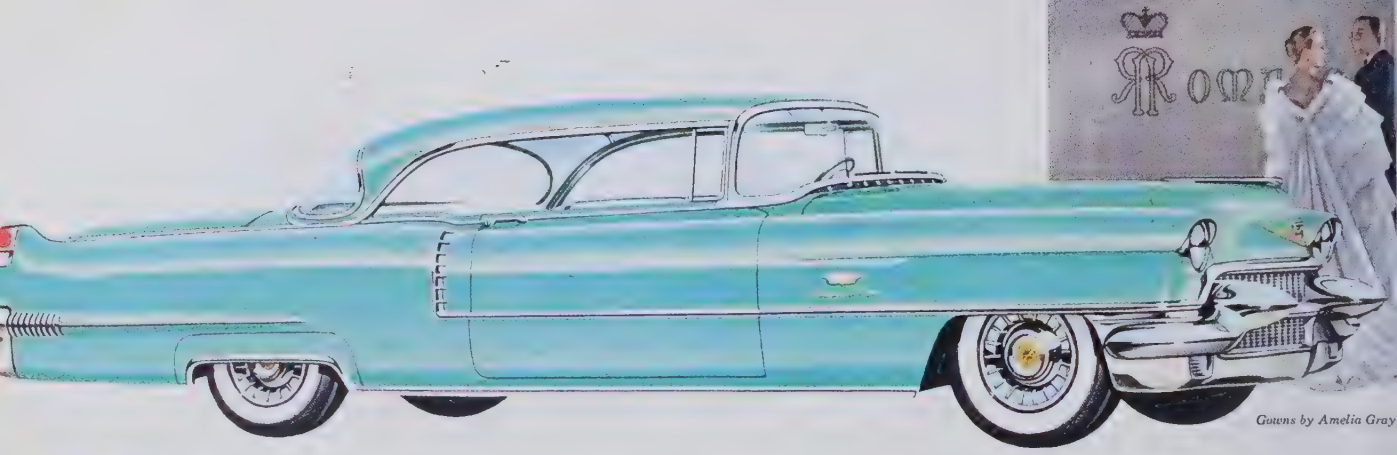
Here's the whole beautiful line-up of '57 Chevrolets. And every last one — from the "One-Fifty" 2-Door Sedan to the dashing new Corvette — brings you a special, spirited way of going that's Chevy's alone!

1. The "One-Fifty" Utility Sedan.
2. The "Two-Ten" Beauville.
3. The "Two-Ten" Townsman.
4. The "Two-Ten" 4-Door Sedan.
5. The "One-Fifty" 2-Door Sedan.
6. The Bel Air 4-Door Sedan.
7. The "Two-Ten" Sport Sedan.
8. The "One-Fifty" Handyman.
9. The "Two-Ten" 2-Door Sedan.
10. The "One-Fifty" 4-Door Sedan.
11. The Bel Air Nomad.
12. The "Two-Ten" Sport Coupe.
13. The Bel Air Convertible.
14. The Bel Air 2-Door Sedan.
15. The "Two-Ten" Handyman.
16. The "Two-Ten" Delray Club Coupe.
17. The Corvette Sports Car.
18. The Bel Air Sport Sedan.
19. The Bel Air Sport Coupe.
20. The Bel Air Townsman.

See your favorite "number" at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET

1 USA
'57 CHEVROLET



Gowns by Amelia Gray

Owners tell us that one of the most rewarding aspects of Cadillac ownership is the remarkable *friendliness* which they encounter at the wheel. Wherever they travel, they find that the "car of cars" introduces them in a very special manner—and seems to inspire the confidence and respect of those about them. This unique Cadillac virtue comes, of course, as something extra when you make your decision for Cadillac. It comes in addition to the car's great beauty—its outstanding performance—and its marvelous comfort and handling ease. We suggest that you visit your dealer soon for a personal appraisal of this glorious list of Cadillac virtues—and to learn why this is such a wonderful season to make the move, both for delivery and economy.
CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac

It Gives a Man a New Outlook...

...when he first views the world through the windshield of his own Cadillac car. In fact, we have it on the word of Cadillac owners themselves that it constitutes one of the most edifying experiences of a motorist's life. There is, for instance, the wholly new sense of pride he feels as he sits in possession of a motor car that is so widely respected and admired. There is the entirely new feeling of confidence and mastery he enjoys as he puts the car through its brilliant paces for the very first time. There is the priceless satisfaction of knowing that he is surrounded by every luxury and safeguard known to automotive science. And, finally, there is his deep inner pleasure in realizing that he has made one of motordom's soundest investments. And, of course, these wonderful sentiments will be all the more pronounced for the lucky motorist who makes the move to Cadillac in 1957. Why not visit your dealer for a preview journey and see for yourself? You're welcome to try the view from the driver's seat at any time.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac, 1956 ◀ *Cadillac, 1956*

▶ *Mercury, 1954*

Oldsmobile, 1955

Born to Go Together!

STRATO-STREAK V-8

+

STRATO-FLIGHT HYDRA-MATIC

Wheeling this big beauty down the road you're in command of a *very special* kind of performance—performance reserved exclusively for the pleasure of Pontiac owners!

Why so special? Well, first of all, under that broad, gleaming hood there's the industry's most advanced high-torque, high-compression engine—the brilliant new 227-h.p. Strato-Streak V-8. Most cars would be satisfied to stop right there—but not Pontiac! A new transmission was developed to refine all that power—and refined it is, with the oil-smooth Strato-Flight Hydra-Matic*, tailor-made for Strato-Streak power—*and nothing else!*

The result? America's newest, smoothest, most modern performance team and *the greatest "go" on wheels!*

Why not come in and take up our invitation to try it? And don't hesitate to ask about prices. When you do, we're betting you and Pontiac will be going steady! **An extra-cost option*

SEE YOUR PONTIAC DEALER

You can actually buy a big, glamorous Pontiac 860 for less than you would pay for 43 models of the low-priced three!

The '56 Strato-Streak

PONTIAC

WITH STRATO-FLIGHT HYDRA-MATIC

Pontiac

Motoring's Action-packed Aristocrat . . . Connoisseurs of cars invariably note the unique quality that distinguishes Pontiac's Bonneville from all other fine car breeds. Here, perfectly wedded with an indelible luxury and elegance, is the exhilarating dash and verve of a true high-performance road car! To see and drive the Bonneville, whether the superb Sport Coupe or its equally illustrious teammate, the Convertible, is an unforgettable experience. Why not try it?

BOLD NEW **Bonneville** BY PONTIAC

Pontiac Bonneville, 1958

Every 1959 Oldsmobile has the smart new "Linear Look"—trim, light, wide-open, spacious! Inside and out it's aglow with bright ideas—safer brakes, improved visibility, smoother ride, more luggage room. Yes, and a brand-new Rocket Engine, too! An engine that is incredibly smooth, the most efficient Rocket yet. Think a moment. Isn't it time to step up to an Olds—*acknowledged leader in the medium price class!* Talk it over with your local quality dealer.

OLDSMOBILE DIVISION
GENERAL MOTORS CORPORATION

OLDSMOBILE FOR '59

Oldsmobile, 1959

"Guests of Honor" Wherever They Go!

Not long after a motorist takes delivery of his first Cadillac car, he makes a truly wonderful and thrilling discovery.

No matter where he travels, at the wheel of his Cadillac, he finds that he is accorded an *extra* measure of courtesy and respect.

And this discovery will be all the more rewarding for the man or woman who makes the move to Cadillac in 1955. For the "car of cars" now offers more of everything to inspire respect and admiration.

Its world-famous beauty, for example, is more majestic and distinctive than ever before. Its celebrated interior luxury and elegance are far more wonderful to behold . . . and to enjoy. And its performance is, from every standpoint, the finest in Cadillac history!

If you haven't as yet inspected and driven the magnificent 1955 Cadillac—you ought to do so soon at your Cadillac dealer's.

You'll be most welcome at any time you find convenient.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac, 1955

The 1958 Fords are out ...

Rent one from Avis today

When you rent a car from Avis you get the best . . . in equipment and in service. Wanting but you will be a car you are proud to drive . . . sparkling on the outside, fault-lessly clean on the inside. And it will be a new car.

Avis is always among the first to get new models from auto manufacturers. For instance, you can rent a sleek, beautiful 1958 Ford from Avis today. Or you can choose other fine makes of new cars.

Yet it costs no more to go first class with Avis. For instance, two travelers can enjoy the convenience of a spacious-span Avis car for less than it costs to take a train 200 miles at a cost of only $12 each; or for three people, just $12 each!

Next trip go first class . . . all the way. Have an Avis car waiting for you. Avis serves a car anywhere in the world. Call the nearest of more than 3000 Avis stations. Look under "A" in the phone book.

Avis Rent-A-Car & Ford, 1958 ▶ *Pontiac, 1958* ▶▶ *Pontiac, 1956*

A BOLD NEW CAR FOR A BOLD NEW GENERATION

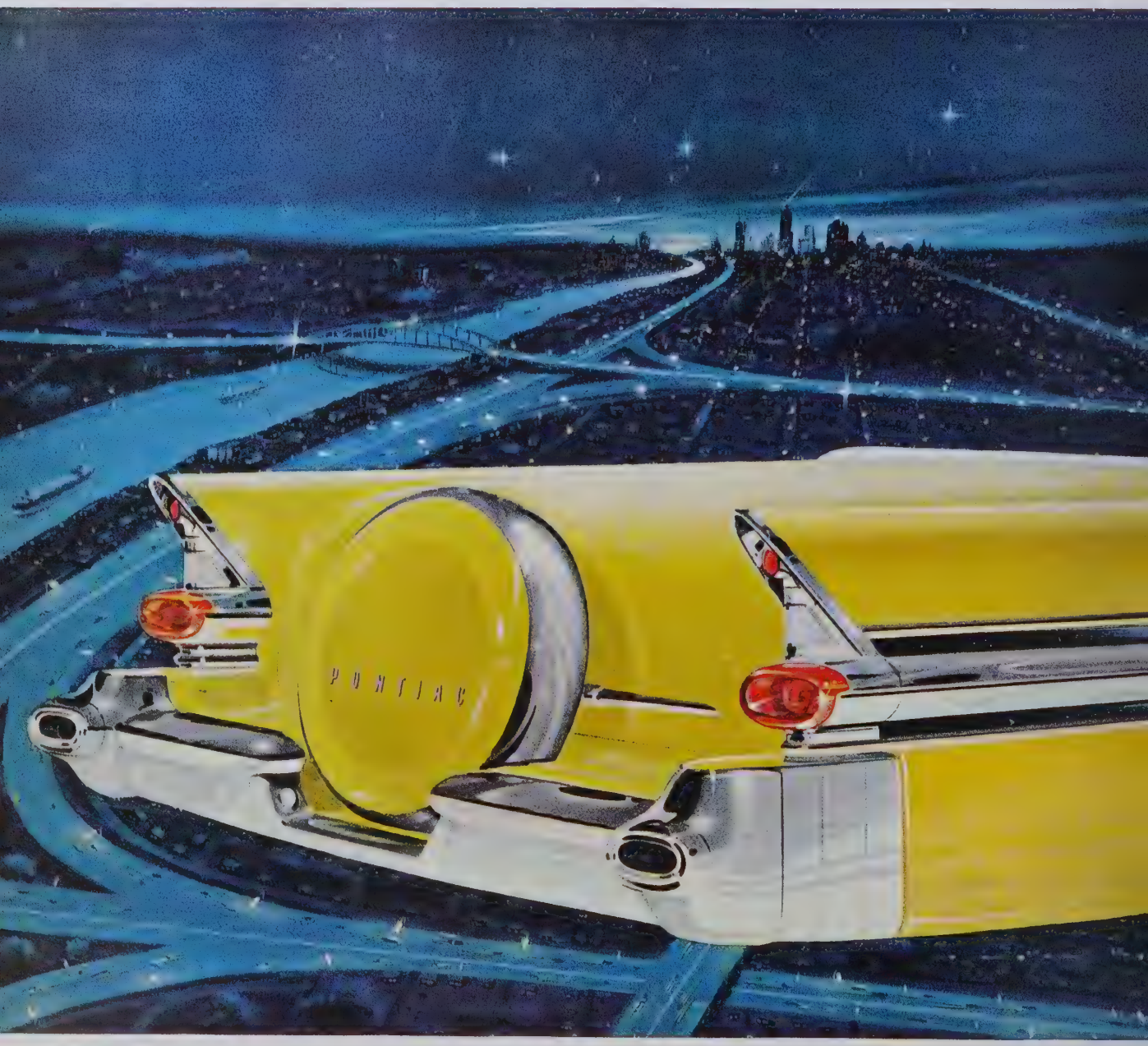
ROUND—MILWAUKEE'S BOLD NEW VETERAN'S MEMORIAL CENTER

EVERY WINDOW OF EVERY PONTIAC IS SAFETY PLATE GLASS

BOLD PONTIAC

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

The Most Sweeping



Pontiac has it in the

OVER SIX DOZEN "FIRSTS", INCLUDING . . .

STAR FLIGHT BODY DESIGN—*a Pontiac Exclusive—longer and lower than ever before—the year's most distinctive new automotive styling.*

THE "OFF THE SHOULDER" LOOK INTERIOR STYLING—*a fashion "first" for '57—perfectly color-matched with the exterior of your choice.*

NEW WORLD-RECORD V-8 ENGINE—*270 h.p. in Star Chief and Super Chief, 252 h.p. in the Chieftain—with smoother Strato-Flight Hydra-Matic.*

CLOUD-SOFT, LEVEL-LINE RIDE—*the ride sensation of the year—a new suspension system based on a big, road-hugging 124- or 122-inch wheelbase.*

Change of All!

Surprise Package of '57!

n the boldest new-car move of the year, Pontiac for '57 leaves them all ehind—in beauty, in performance, in ride!

Here's the year's most clear-cut break with the commonplace. It's fresh, new styling story told in crisp, dramatic lines—giving the cue or a trend that's sure to follow!

And its newness goes all the way through: Brand-new power even nore efficient than its predecessor that broke over 50 stock car records nd led all eights in miles per gallon . . . Strato-Flight Hydra-Matic* hat's nothing short of perfection . . . new suspension ideas and precision handling that crack the whip over the wildest roads imaginable. And it comes to you proved as no other car in history, because a prototype of this big, eye-opening dazzler strutted its easy way through 100,000 miles of the most rugged road tests the engineers could devise!

Be among the first to bring yourself up to date on the car that caught them all napping.

Drive this '57 Pontiac and sample in a single memorable mile all that's been proved by 100,000 miles of testing!

**An extra-cost option*

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

IT'S AMERICA'S NUMBER 1 ROAD CAR!

WHO SAYS TOMORROW NEVER COMES?

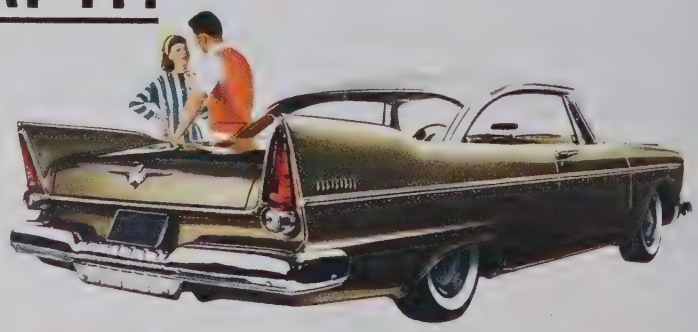
Don't miss Plymouth's two great new TV programs: "The Lawrence Welk Show" and "The Ray Anthony Show."

YOU'RE LOOKING AT IT!

This is the car you might have expected in 1960, yet it's here today—the *only* car that dares to break the time barrier.

Plymouth has reached far into the future to bring you 1960-new Flight-Sweep Styling, and a *car-full* of exciting features . . . revolutionary new Torsion-Aire ride . . . terrific new power for safety with the fabulous Fury "301" V-8 engine, super-powered to 235 hp . . . super-safe Total Contact Brakes . . . exhilarating sports-car handling.

1960 is as near as your Plymouth dealer.
Drive this *great* automobile *today!*



SUDDENLY, IT'S 1960 — PLYMOUTH

Plymouth, 1959

▶ *Cadillac, 1956*

Cadillac presents
the greatest advancements it has ever achieved
in motor car styling and engineering !

Embodied in the beautiful cars on these pages are the most important and most significant automotive advancements we have ever been privileged to present to the motoring public.

Entirely new in design and engineering, and bringing to the world's highways a wholly new standard of quality and excellence—Cadillac for 1957 represents one of the greatest achievements of all time.

Cadillac's renowned stylists have created a brilliant new type of beauty . . . majestically graceful in every line and contour . . . wonderfully exciting in spirit and in concept . . . and with a dramatically new balance of chrome and glass and steel.

Cadillac's master coachcrafters have brought a new measure of luxury and excitement to the car's interiors . . . with gorgeous new fabrics and leathers . . . with inspiring new colors and patterns . . . and with marvelous new appointments and conveniences on every hand.

Cadillac, 1956

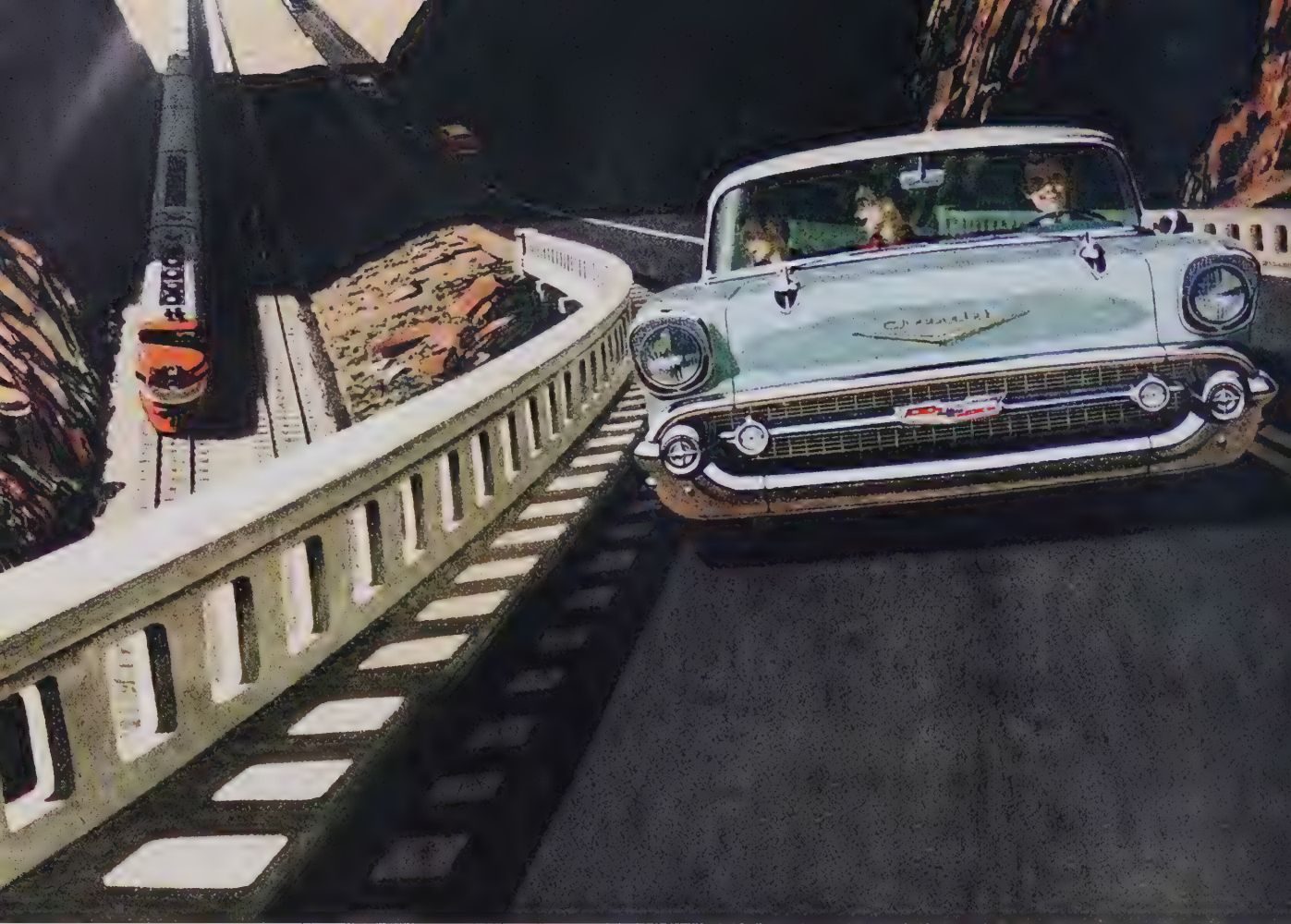
And Cadillac's world-famous engineers have introduced a sensational new concept of automotive performance . . . with two great new Cadillac engines . . . with an even smoother, more responsive Hydra-Matic Drive . . . with greatly improved power steering and power braking . . . with a revolutionary new frame design . . . and with a host of other equally vital engineering advancements.

These dramatic Cadillac achievements are being presented for 1957 in ten individual body styles, including the breath-taking Eldorado series. Each is a Cadillac masterpiece . . . a brilliant tribute to the men who design and build the Standard of the World.

We extend you our cordial invitation to see . . . to inspect . . . and to drive the new 1957 Cadillac at your very earliest convenience.

It will be the most enlightening experience of your motoring life.

★ YOUR CADILLAC DEALER ★



The Bel Air Sport Coupe shows the solid quality of its Body by Fish

It likes to flex those big new muscles!

'he Sweet, Smooth and Sassy '57 Chevrolet...

Iew muscles under the hood—with choice of *five* precision-balanced new owerplants—to move you along in ager and effortless smoothness. New iuscles to grip the road even more ghtly and lay into the curves even iore solidly. New muscles to give ou a new lift in driving!

ere's a car designed to put the sparkle back into iving, a car that gives you that glad-to-be-alive

the pleasure is performance—and part is the wonderful sense of security that comes from Chevy's superb road-holding and precision control.

How do you like to drive? There's a Chevy combination to suit every motoring mood, from the thrifty Six to the terrific Corvette V8, from the sports car *close-ratio* stick shift to the free-flight feeling of either of Chevrolet's two automatic drives.* Whenever the miles seem dull and motoring a chore, remember this: There's a sure cure just as close as your nearest Chevrolet dealer! . . . Chevrolet Division of General

CHEVROLET

1 USA
'57 CHEVROLET

**Corvette engine, close-ra transmission, Powerglide a Turboglide automatic tra*

Fireflite 2-door Sportsman in Fiesta Red and White

Choose any car in the De Soto corral, and, pardner, you've got yourself a thoroughbred. From hooded headlamps to upswept tail fins, De Soto Flight Sweep styling is the new shape of motion. New Torsion-Aire ride makes bumpy roads seem like super-highways . . . and super-highways seem like clouds. Add up all the great features of De Soto, and you've got the most exciting car in the world today. Drive a De Soto before you decide on any car. You'll be glad you did. De Soto Division, Chrysler Corporation.

Wide new price range . . . starts close to the lowest!

FIRESWEEP – big-value newcomer for 1957 – priced just above the lowest. 245 hp.

FIREDOME – medium-priced pacemaker – exciting style and performance. 270 hp.

FIREFLITE – high-powered luxury for 1957 – the last word in design and power. 295 hp.

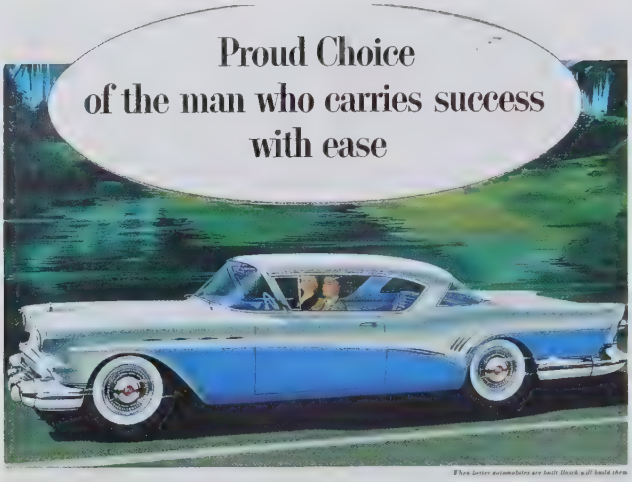
Fireflite 4-door sedan in Muscatel Maroon and Sunburst Yellow

Fireflite convertible in Sunburst Yellow, Tamarack Green

Firesweep Sportsman in Samoa Green

DE SOTO *...the most exciting car in the world today!*

Chevrolet, 1957 ◄ *De Soto, 1957*



When better automobiles are built Buick will build them

It is generally true that the more a man makes his own way in the world — the more confidence he carries into everything he does.

In his selection of fine cars, for example, he can afford to look beyond the obvious impression price makes — and go directly to the spirited satisfaction the car itself can offer.

This, we believe, is the basic reason for ROADMASTER's growing preference among fine-car buyers.

It is, you see, a car with a lift and life and luxury unlike any other in the world.

The answer is as simple as this:

As the top car of a completely new line of Buicks, ROADMASTER begins with the many advances found in all Buicks — then moves on to a summit of its own.

That's true of its distinctive beauty — the richness of its decor within — the exclusive style notes throughout.

It's true of the consummate comfort of its ride, its handling, the levelness of its stopping.

It's true of its power — the mightiest engine with the highest horsepower and compression ratios ever in a Buick.

Most definitely, it is true in the silken sweep of its performance.

For only ROADMASTER, of all the world's fine cars, has the velvet responsiveness of an advanced new Variable-Pitch Dynaflow to take you from curbside to cruising in one infinitely smooth build-up of power.

Only ROADMASTER gives you such instantaneous obedience as "Drive" — and only here can you switch the pitch for an all-out safety-surge of power should the need and good judgment demand it.

So this is a magnificent and spirited companion for your travels by every measure you can put to it. And you should sample it for yourself soon.

Your Buick dealer will be happy to arrange matters whenever you say. Call him this week.

BUICK Division of GENERAL MOTORS

— a simple device that is good news to your safety. You merely preset the speed you want. When you reach that pace, a warning buzzer sounds. Drop below that pace and the buzzer stops.

ROADMASTER
Custom Built by Buick

Buick Roadmaster, 1957

Lincoln Premiere Two-Door Hardtop

There's just no end
to the distinctive newness
of this long, low, lovely Lincoln

First you see dramatic new beauty from distinctive Quadra-Lite Grille to canted rear blades.

Then, every mile you drive brings a new revelation of handling ease that's uniquely, wonderfully Lincoln's.

The newness never ends, that's why more and more fine car owners are changing to this finest Lincoln ever.

From the first moment you relax behind the wheel, you find how magnificently Lincoln's crisp, new styling fulfills itself — in action.

No other fine car is so effortless to drive. The most complete array of power luxuries in any car brings a new, easy mastery to every driving situation.

A new Turbo-Drive transmission puts this most powerful Lincoln of all time instantly and smoothly at your command . . . and Lincoln's exclusive new Hydro-Cushion suspension system relaxes you along your way as no other car can.

See all this exciting newness at your Lincoln dealer's — drive it where you will. Then and only then will you know why the trend among discerning fine car buyers is unmistakably to Lincoln.

LINCOLN DIVISION, FORD MOTOR COMPANY

LINCOLN
Unmistakably . . . the finest in the fine car field

Lincoln, 1957

1957 IMPERIAL PRICES RANGE FROM ABOUT $4,142 TO $5,995, DEPENDING ON MODEL AND EQUIPMENT. LOCAL TAXES, DELIVERY AND TRANSPORTATION CHARGES.

Congratulations to the man who drives the exclusive Imperial

IMPERIAL

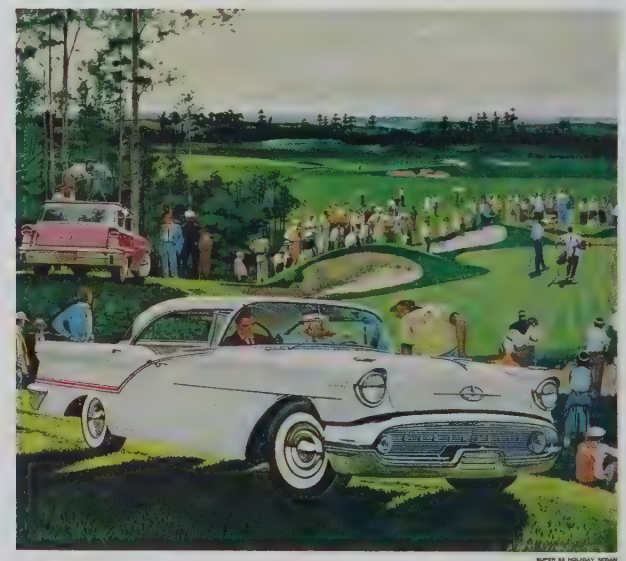
Finest expression of The Forward Look

Six months ago, when the magnificent new Imperial swept on the scene, buyers of vision — like yourself — instantly recognized a great car. You, who own or have ordered or will order Imperials, are the leaders in a remarkable switch in America's fine car tastes.

Now the car of your choice is the most sought-after and talked about of all the fine cars. Its beauty and power and flawless engineering have excited a nation . . . and have set a historic new high in month-to-month sales records. You knew it would. We knew it would. Now all the world knows it did. Congratulations!

IMPERIAL . . . FINEST PRODUCT OF CHRYSLER CORPORATION

Imperial, 1957



SUPER 88 HOLIDAY SEDAN

Check the Score... AND YOU'LL GO OVER TO OLDS!

SUPER 88

You're in for a whole series of pleasant surprises when you first check the score on Olds ownership.

Very likely, you'll find the price less than you imagined — most people do! And when it comes to value, it's great to see how much more Oldsmobile offers for your every dollar. *Performance* values in the Rocket Engine. *Engineering* values that spell greater comfort, safety and driving ease. *Styling* values, inside and out, that mean you'll drive your Oldsmobile with pride. And most important, *lasting value* . . . that holds a real pay-off for you at resale time!

Talk it over with your Oldsmobile dealer. He'll show you that *there's a Rocket for every pocket* . . . and that this is the right time to make that wonderful move to Olds!

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION.

OLDSMOBILE

SEE YOUR AUTHORIZED OLDSMOBILE QUALITY DEALER

Oldsmobile, 1951

Want a car that takes off like a torpedo?

Want a car with modern push-button drive selector?

Want a car with the finest brakes yet developed?

Want a car that rides like a dream?

Want a car that's safe and solid under the style?

Want the smartest car on the road?

DRIVE A DE SOTO BEFORE YOU DECIDE

Push-button drive control is at your fingertips to the left. Positive mechanical control. Absolutely foolproof. So easy, so natural. Try it today.

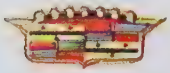
PRICE a De Soto before you decide! Your De Soto dealer will give you a most attractive trade-in allowance!

De Soto dealers present Groucho Marx in "You Bet Your Life" on NBC radio and TV • DE SOTO DIVISION, CHRYSLER CORPORATION

DE SOTO—OFFICIAL PACE CAR 1956 INDIANAPOLIS 500-MILE RACE.

De Soto, 1956

There Are Some Secrets a Man Can't Keep ...



. . . when he is seen in the driver's seat of a new 1957 Cadillac. And not the least among these is the fact that he is a man of unusual practical wisdom. For it is widely recognized that when a motorist selects the "car of cars", he selects one of the soundest of all motor car purchases. The original cost of a new Cadillac, for instance, is remarkably modest—in view of the great beauty and luxury and performance it represents. Cadillac's marvelous economy of operation and its extraordinary dependability are without counterpart on the world's highways. And Cadillac's unsurpassed resale value assures its owner a greater return on his investment than any other automobile in the land. If you would like to enjoy these many practical benefits in *your* next motor car—then you are looking for Cadillac! The car is waiting for you in your dealer's showroom—and this is the perfect moment to make the move quickly and economically.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Cadillac, 1956

▶ *Buick, 1959* ▶▶ *Imperial, 1956*

THERE'S NOTHING LIKE A NEW CAR . . . AND NOTHING LIKE THE '60 BUICK LE SABRE 4-DOOR SEDAN YOU SEE HERE.

BUICK'S ALL-TIME BEST

There is more than mechanical excellence behind the greatness of this Buick. There is more than the Buick brakes, unsurpassed on any American car today. There is more than the smoothest automatic transmission made. More than the wonderful silence of this car in motion. More than the room, and the solid, confident feeling of an important and wholly road-worthy automobile.

More than all these is the deep-down satisfaction you get from the fact that this car's name is BUICK . . . and everybody knows what that stands for.

BUICK MOTOR DIVISION, GENERAL MOTORS CORPORATION

THE TURBINE DRIVE BUICK '60

BUICK LESABRE The lowest-priced Buick. **BUICK INVICTA** The high-[illegible] Buick. **BUICK ELECTRA** The finest Buick of all.

THE MERCURY MONTCLAIR PHAETON SEDAN

Beauty shared by no other car—biggest size and value increase in the industry

EXCLUSIVE DREAM-CAR DESIGN. Here is clean-lined beauty, a massive grace, that is Mercury's alone. Notice the distinctive Jet-Flo bumpers, V-angle tail-lights.

FAMILY-CAR BIG

There's stretch-out comfort for six. This year's Mercury is bigger in 8 vital dimensions inside, 4 outside. There are inches of spare head-room, hip room, shoulder room, and leg room.

PRICED FOR EASY BUYING

Never before has so much bigness and luxury cost so little. See for yourself. Ask your BIG M dealer for the fun-to-read figures, today.

ONLY MERCURY OFFERS YOU THESE 6 DREAM-CAR FEATURES

- Exclusive Dream-Car Design
- Exclusive Floating Ride, with 4 new bump-smothering features
- Exclusive Power-Booster Fan in Monterey Series
- New Mere-O-Matic Keyboard Control
- Power seat that "remembers"
- New Thermo-Matic Carburetor

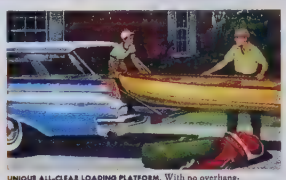
THE BIG MERCURY for '57 *with DREAM-CAR DESIGN*

MERCURY DIVISION • FORD MOTOR COMPANY

Mercury, 1957

MORE LIGHT, AIR, GLASS, GLAMOR! Mercury's new station wagons give 9½ feet of picture-window vision on each side, thanks to THE BIG M's exclusive hardtop design. And the back window rolls down into the tail gate, eliminating the old-style lift gate! Illustrated above: The Colony Park.

FIRST TRUE PASSENGER CAR RIDE. Mercury's sensational Floating Ride, with special Air Cushion Suspension, brings true passenger car comfort to station wagons.



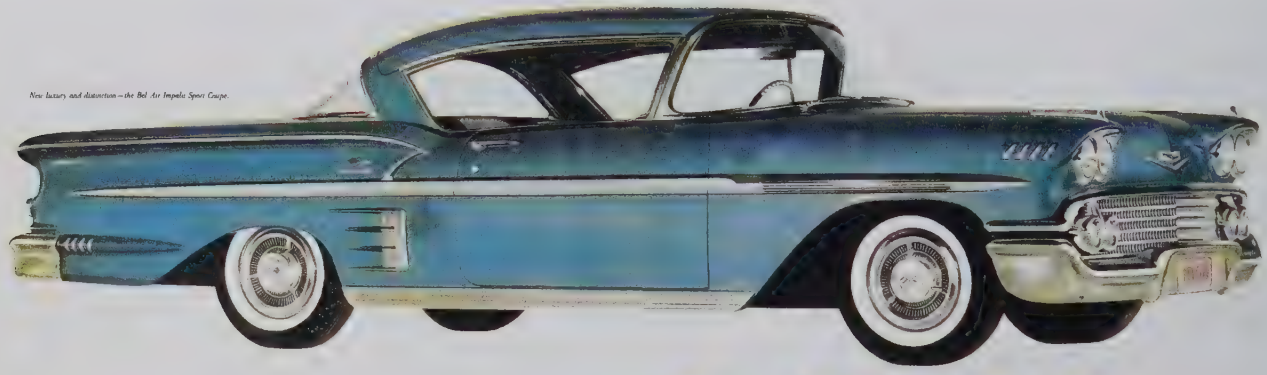
UNIQUE ALL-CLEAR LOADING PLATFORM. With no overhanging lift gate, and lower tail gate, loading is easier than ever!

True hardtop design, true passenger car ride, new giant capacity, 6 wonderful models to choose from

Now at last you can move up to a completely new class of station wagons—and get the luxury you've looked for! The new Mercury fleet brings you *more beauty*, with true hardtop design and dream-car styling . . . *more size* (87.4 cu. ft. of cargo capacity) . . . *more comfort* with the first "sedan" ride in station wagons . . . *more power* (up to 290 hp in the Turnpike Cruiser V-8 engine) . . . and far *more loading convenience*. Six models available: deluxe 9-passenger Colony Park, 6- and 9-passenger Voyagers, and three 6- and 9-passenger Commuters in Mercury's lowest-priced series.

THE BIG MERCURY for '57 *with DREAM-CAR DESIGN*

Mercury, 1957

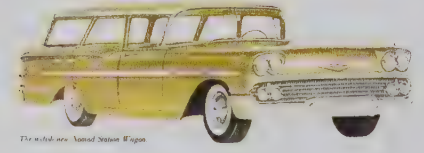


New luxury and distinction—the Bel Air Impala Sport Coupe.

Almost too new to be true!

'58 CHEVROLET

The bold new Bel Air 4-Door Sedan.



The stylish new Nomad Station Wagon.

Here's styling that sets a new style! The beautiful '58 Chevrolet is nine inches longer, four inches wider and up to 2½ inches lower.

CHEVROLET

FORWARD FROM THRIFT

From dual headlights to gull-wing rear fenders, these are truly impressive cars. Interiors, wheelbases, grilles, styling accents, fabrics and appointments — everything is new, luxurious, exciting!

Never, never has a car been so wonderfully new in so many different ways! Here are radical departures in style, power and ride . . . all wrapped up in the longest, lowest, widest Chevrolet that ever said, "C'mon, let's get going!"

Here are just some of the real surprises that await you in Chevrolet's three new series, its new line of station wagons, its eye-brightening array of 17 all-new models:

A revolutionary new V8! So new it even looks different on the outside—that's Chevy's Turbo-Thrust V8*! Combustion chambers are *in the block*—a radical design development that results in super-smooth performance and high efficiency. Horsepower ranges up to 290. There are three new versions of the famous Turbo-Fire V8, too, including Ramjet Fuel Injection*, and more power for the super-thrifty Blue-Flame Six.

New body-frame construction! The secret of Chevy's road-hugging lowness is the new X-design Safety-Girder frame. There's extra safety in the lower center of gravity . . . and new locked-together strength in the way this new frame is welded to Chevrolet's new Body by Fisher.

All-new 4-coil suspension! Here's a fabulous combination of super-soft coil springs *and* the super stability of Chevy's exclusive four-link rear suspension. Unquestionably, the finest standard suspension in Chevrolet's field!

You can even ride on air! Level Air suspension* puts air springs at every wheel for the ultimate in thistledown comfort. It changes every concept of motoring smoothness—and the car stays level, regardless of load changes front or rear! . . . See the year's newest car at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Extra-cost option

Chevrolet, 1957

▶ *Chevrolet, 1957* ▶▶ *Buick, 1957*

58 CHEVROLET

The 1958 Chevrolet Impala in Anniversary Gold, a new color created in commemoration of General Motors 50th Anniversary Year.

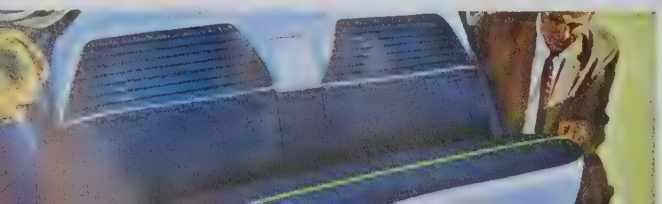
FIRST BIG FAMILY CAR —

WITH A SPORTS CAR HEART

It's big, bold, buoyant

THE AIR BORN

TRETCH OUT IN LOUNGE-CAR COMFORT—Immaculately ored seats are more than 5 feet wide and sofa-soft. Headroom, oroom, legroom and footroom for all 6 riders, including those the middle.



THRILL TO THE B-12000 ENGINE—Most advanced Buic V8 yet. 12,000 pounds of thrust behind every power stroke. Plu nodal-point mounting and center-of-percussion balance for sof ness, sweetness, silence.

PICTURE a cruiser that's nimble as a PT boat.

A bomber deft as a jet fighter.

Picture a big and spacious automobile with the heart and soul, the sparkle and spirit, the control, obedience, response and maneuverability of the sportiest sports car ever.

We're talking about the bold and buoyant Buick for '58 —and until you drive it you don't know what driving is.

For here in this straight-from-tomorrow Buick you boss a B-12000 engine as modern as the look of the car itself.

Here, behind this fresh face of fashion, you pilot a Flight Pitch Dynaflow* literally born of aircraft design.

Here, in this fabulous B-58 Buick you glide, soar, float—with a Miracle Ride plus Buick's Air-Poise Suspension.*

Here, in brief, you discover totally new concepts in driving delight—extending from noise and vibration suppression to ingeniously air-cooled aluminum brakes* . . .

Because this, you discover, is a car born of more aircraft principles—including greater use of aluminum —than any other car yet built . . .

This, you finally realize, is the first big car that's really light on its feet.

There's a Buick — a roomy and radiant B-58 Buick — ready at your Buick dealer's—*today*.

Drive it and give the red-blooded *you* a break.

BUICK *Division of* GENERAL MOTORS

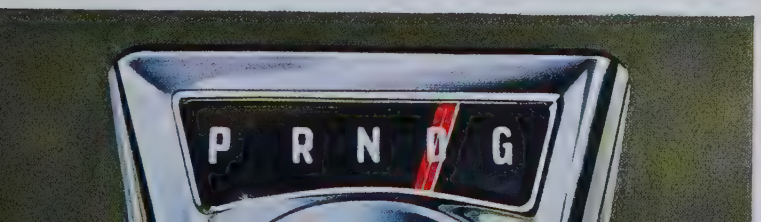
**Flight Pitch Dynaflow standard on LIMITED and ROADMASTER 75, optional at extra cost on other Series. Air-Poise Suspension optional at extra cost on all Series. Aluminum Front Brakes standard on all Series except SPECIAL. Safety-Buzzer standard on LIMITED and ROADMASTER 75, optional at extra cost on other Series.*

See TALES OF WELLS FARGO, Monday Nights, NB and THE PATRICE MUNSEL SHOW, Friday Nights,

When better automobiles are built Buick wil

B-58 BUICK

TINGLE TO FLIGHT PITCH DYNAFLOW—"Low" is replaced by automatic downhill engine braking. "Drive" gives you the astonishing performance of triple turbines plus "a million ways to switch the pitch."



ENJOY IT ALL TO THE HILT with the one and on Safety-Buzzer.* Decide on a safe, sane miles-per-hour. f figure to view in the "window." If you exceed that pace—bu Drop below it and the buzzing stops.

BEST
TEST
Premium
Hook's

Metro
HIGH
TEST
SPECIAL
Power
Packed

Announcing the great new **58 FORD**

PROVED AND APPROVED AROUND THE WORLD

A new car rolled out of Detroit one day last July, bound for the greatest adventure in motor car history. The car: the 58 Ford. The assignment: to test the performance and dependability of this new car around the world . . . if possible.

The route was the most rugged that could be laid out. After London and Paris came the Alps; after Rome came Yugoslavia's rockbound seacoast; after Istanbul came the camel-tracks of Iran and Afghanistan; then the Khyber Pass through the Himalayas, the bullock-trails of India, the jungle roads east to Vietnam. Weather: worse than you'll ever encounter—122° heat, sandstorms, and 24-hour-a-day rains.

The 58 Ford rolled beautifully, easily through the severest road test ever given a car *before* its American announcement. The Ford *endured*—and came through still glittering and fresh.

Acclaimed from Buckingham Palace to the Taj Mahal, it showed camels how to cross deserts and elephants how to move through jungles. It was *proved* and *approved* by everyone from natives who had never seen an American car before to famous stylists and nabobs who have seen every car built.

Never before has such a trip been made. This round-the-world performance test became a victory parade, from London to Saigon and back to Detroit. Again, in the Ford tradition, the 58 Ford has broken a trail far out beyond competition.

see the following pages

Lukens Steel Company ◀ *Ford, 1957*

This is the EDSEL

"A remarkable new automobile joins the Ford family of fine cars"

Originality is written in the vertical grille, the elegant sweeping lines and the clean flight deck of this Edsel Citation 2-door Hardtop

There has never been a car like the Edsel. It is a magnificent automobile. Behind it lie all the resources of Ford Motor Company, all the experience and engineering skill.

The results are clear. The Edsel is powered by the newest V-8 engines in the world—the Edsel 400 and the Edsel 475. Their specifications: 400 and 475 pound-feet of torque; 303 and 345 horsepower; 361 and 410 cubic inches of displacement; 10.5 to 1 compression ratio. It is unlikely you have ever driven a car with so much usable power.

The Edsel's big, safe brakes do not need periodic adjustment. In the course of daily driving, they adjust automatically.

The Edsel shifts itself. In an Edsel equipped with Teletouch Drive, you just touch a button on the steering wheel hub. Teletouch Drive does the rest—smoothly, surely, safely, *electrically*.

The Edsel's list of available new features is long. Examples: contour seats; a dial that lets you select temperature, quantity and direction of air with one twist of the wrist; a warning signal that flashes when you exceed your pre-set speed limit; another that flashes when oil is one quart low; a release that enables you to open the luggage compartment from the driver's seat.

You will find there are many things that make the Edsel different from any car you have ever driven. More exciting, more sure, more safe.

What does an Edsel cost.* Edsel prices range from just above the lowest to just below the highest. You can afford an Edsel. And you can choose from four series, 18 models. Your Edsel Dealer invites you to see and drive the Edsel—soon.

EDSEL DIVISION • FORD MOTOR COMPANY

EDSEL

NOW AT YOUR EDSEL DEALER

Edsel, 1951

TRY SPRINGTIME in this Sweet Stepper

LET THERE BE new lilt in your heart with this bright and blossoming season.

Let there be new sparkle in your eyes, new tingle in your pulse, new freshness in your spirits.

Let there be a new Buick in your life.

That does it—*beautifully*.

For you, behind the wheel of this big bold automobile, feel a tonic in your senses.

You feel it in the sweet new styling, the gay new colors, the tasteful newness—certainly.

But ah!—how you feel it in the *going!*

That's where Buick's newness comes to flower—in *performance*, in *command response*, in the *joy of driving*.

You, in this nimble stepper, boss a brand-new engine with the most exuberant vigor in all Buick history.

You, in this stalwart beauty, have on tap the new *instant* obedience of today's spectacular Variable Pitch Dynaflow.*

You, in *any* new Buick, go joyously along in the dream car of the year *to drive*.

Go ahead and try it.

Try Springtime in a Buick, with its eye-brightening colors and the boundless spirit of eagles under its broad bonnet.

Try it, too, for a buy second to none. See your Buick dealer now—and see how wonderful *this* Spring can be.

BUICK *Division of* GENERAL MOTORS

**New Advanced Variable Pitch Dynaflow is the only Dynaflow Buick builds today. It is standard on Roadmaster, Super and Century—optional at modest extra cost on the Special.*

Try the "Built-in Conscience" Buick's Exclusive

SAFETY-MINDER

It buzzes when you reach the miles-per-hour you preset for yourself. *You won't want to drive without it.* (Standard on ROADMASTER, optional at extra cost on other Series.)

DROP IN FOR A WONDERFUL SPRING TONIC AT YOUR BUICK DEALER'S NOW

See those Gay New Colors—New radiant hues that glint and gleam like sunshine on dew!

Feel that Great New Zing—The high-spirited performance of new V8 power, and the *instant* response of today's Dynaflow!

Price these Spring-Sale Buys—Rivieras hardtops—Sedans—Convertibles—Estate Wagons—and the fabulous CABALLERO—all at easy-to-take prices. (If you can afford any new car, you can afford a Buick today.)

Come Swing into Spring and Prove it Yourself-

BIG THRILL'S — SPECIAL – CENTURY – SUPER – **BUICK** ROADMASTER

When better automobiles are built

Buick Roadmaster

MIGHTY CHRYSLER NEW YORKER 4-DOOR HARDTOP

Enjoy Chrysler's bold new look of success!

Thousands are hailing the success of Chrysler's new Flight-Sweep styling . . . the brilliance of Chrysler's forward-thinking engineering!

In every way you can judge an automobile today, The Mighty Chrysler is literally beyond compare. Its almost unbelievable roadability, comfort and restfulness are years ahead of contemporary engineering. See the glamorous Chrysler New Yorker at your Chrysler Dealer's, also the Chrysler Saratoga, and the all-new Chrysler Windsor—now in a lower-priced field!

TREMENDOUS—Four-beam dual headlighting!
SERENE—New Torsion-Aire Ride*
EFFORTLESS—New Constant-Control power steering!
CONVENIENT—New Pushbutton TorqueFlite*
SUPERSCENIC—New Compound-Curved windshields!
EXCLUSIVE—New Auto-Pilot!*

*Optional at extra cost.

THE MIGHTY CHRYSLER
GLAMOUR CAR OF THE FORWARD LOOK

Chrysler, 1958

WHY PAY UP TO $200 EXTRA for so-called new air springs when they've been tried in buses for several years? When Dodge Torsion-Aire suspension is standard equipment at no extra cost on all "Swept-Wing 58 models"? That's a question Dodge dealers are asking new car prospects and backing it up with a "New flight" in the new Dodge. Most noticeable difference between the two rides—Torsion-Aire's air springs—is the distinct freedom from jaw-of-vise on turns with Torsion-Aire, which uses torsion bars in front. Air springs may be some improvement over old coil springs—states Indianapolis (Ind.) Dodge dealer H. F. Fadlio—but they don't begin to match the level, smooth ride of Torsion-Aire. Who pays more and get less? A lot of buyers seem to agree.

SWEPT-WING 58 *by* DODGE

Dodge, 1957

Introducing NEW SWEPT·WING 58

(So advanced it leaves the rest behind !)

Costumes by Bonnie Cashin for Philip Sills

A MOST UNUSUAL NEW CAR is now enjoying enthusiastic reception all over America. It is very low, very daring, beautifully proportioned. The manufacturer, Dodge Division of Chrysler Corporation, has designated the car "Swept-Wing 58" with the statement: "This is the successor to the 1957 Swept-Wing Dodge which launched a *buying revolution* against the high, boxy design carried over by other cars in the field. In Swept-Wing 58, owners will have the most advanced 1958 car on the road in style, ride and true greatness of handling." While horsepower and torque ratings on the new Ram-Fire V-8 engine have not been disclosed, it is announced that electronic fuel injection will be available in limited quantity. A remarkable automatic transmission (TorqueFlite) combines both a fluid torque converter (for smoothness) and 3-speed gear ranges (quick and economy). Direct controls all ranges by push button, a Dodge "trademark" since introducing it to the industry in 1956. Torsion-Aire ride, which virtually eliminates road-wear and brake dip, is standard equipment on all models. Other significant advances include a new Constant-Control power steering system, and a "Sure-Grip" differential for better traction on snow and ice. Among those who have previewed the Swept-Wing 58, most frequent comments concerned the luxurious new grille and a vast new "picture window" windshield which curves up, back and around. The sports-car lowness of design also made a strong impression. A Dodge spokesman pointed out: "We honestly feel that the Swept-Wing 58 has no counterpart. To own it is a new adventure." All body styles are now on display at Dodge dealerships. Dealers report large crowds from announcement day on.

SWEPT·WING 58 *by* DODGE

Buick, 1958

▶ *Buick, 1957* ▶▶ *Cadillac, 1958*

Just born—and bound to make history!

the first big car that's light on its feet—

YOU LOOK at it—and you see "BIG" written all over this bold and beautiful 1958 Buick.

You drive it—and you know that never in all your born days have you known a car so nimble, so eager, so light on its feet.

It took plenty to bring you this easiest-handling, sweetest-riding Buick ever built.

It took a brilliant new engine—the B-12000—which packs 12,000 pounds of punch behind every piston's power stroke.

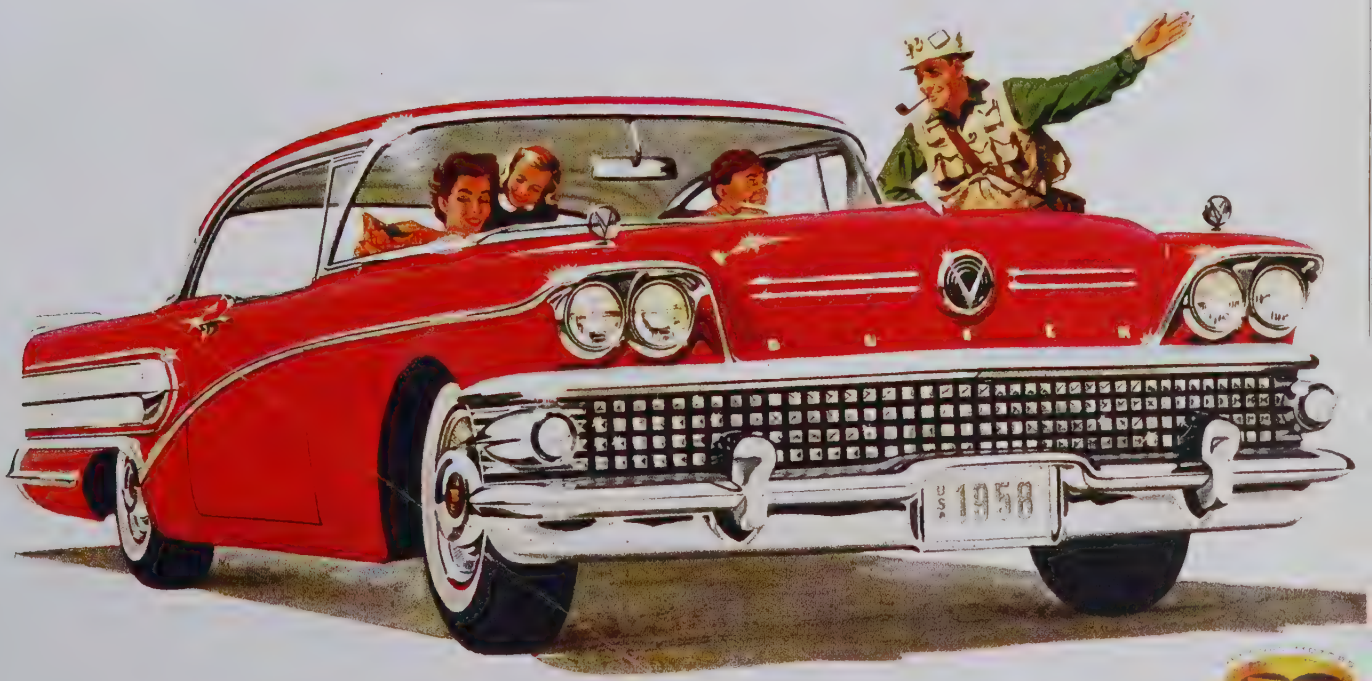
It took a brilliantly engineered transmission—Flight Pitch Dynaflow*—that swings its blades through infinite angles of pitch to give precise response to every ounce of pedal pressure.

It took the wonders of the 1958 Buick Miracle Ride—plus the perfection of Buick Air-Poise Suspension*—and Buick Air-Cooled Aluminum Brakes*—and a combination of other modern advances you'll find nowhere but in a 1958 Buick.

But surely you can't be content just to sit there and *read* about all these wonders! Hurry in to your Buick dealer's and *see* and *feel* what he has in store for you!

BUICK *Division of* GENERAL MOTORS

**Flight Pitch Dynaflow standard on LIMITED and ROADMASTER 75, optional at extra cost on other Series. Air-Poise Suspension optional at extra cost on all Series. Aluminum Brakes standard on all Series except SPECIAL.*



Big·Bold·Buoyant

the AIR BORN B-58 BUICK

THE DESERT INN

A BOLD NEW CAR FOR A BOLD NEW GENERATION

PONTIAC

OLDSmobility

A new, 'free-and-easy' way of going places and doing things in this mobile era!

Scan this sparkling span of lighthearted beauty—Oldsmobile for '58! Nearly eighteen feet of sheer excitement . . . captured in a tasteful new mobile look. There's new magic in its motion, too, with the "big-economy-news" Rocket Engine . . . and exclusive New-Matic Ride*, Oldsmobile's *true* air suspension. So come take a test ride at your dealer's soon. See how Olds for '58 makes real driving pleasure the rule on any road!
OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION

*Optional at extra cost.

OLDSMOBILE

GM

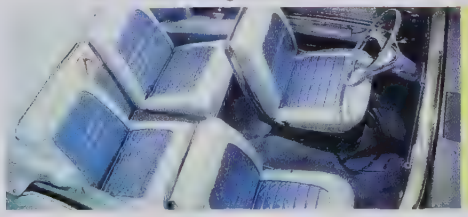
FORWARD FROM FIFTY . . . INTO THE ROCKET AGE

Oldsmobile, 1958

Sports Car Thrills on a Luxury Car Level. An exciting new personality has arrived in the select world of performance bred sport machines. Born ■ bold Pontiac advances in basic automotive engineering . . . outfitted to a man's taste in elegance . . . the pure pleasures ■ a new kind of motoring await you now in this latest and greatest of fine cars.

BOLD NEW **Bonneville** BY PONTIAC

AMERICA'S NUMBER 1 ROAD CAR



This bird's eye view of the Bonneville Convertible pinpoints the extra-specific comfortness contoured by bright, pad-rear bucket seats, optional at slight additional. Leather upholstery, color-matched to exterior trim, is standard with either conventional or bucket seats. Front bucket seats and leather upholstered interior are also available at extra cost in the distinguished new Sport Coupe.

Pontiac Bonneville, 1958

The car conceived and created to change your ideas of luxury motoring

This is sweeping line and commanding length. This is unusual richness of interior cushioning and appointment. This is uncompromising precision. This is the LIMITED. It is the car we conceived and created to outmode the present measure of fine cars. It is the car you will drive with a new sense of magnificence that grows out of its performance, its comfort, its excellence of construction. Your Buick dealer cordially invites you to see the distinguished LIMITED—and to take a personal demonstration behind its wheel. See him for an appointment.

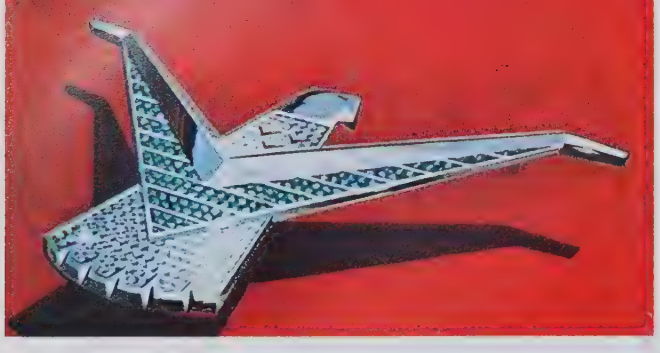
PROUDLY PRESENTED, PROUDLY POSSESSED

The **LIMITED** *by Buick*

GM

Pontiac, 1958 ◄ *Buick, 1958*

► *Thunderbird, 1958*



Ford presents a brilliant

THU

America's most individual car—an automotive jewel that's pure Thunderbird in design, spirit and performance...with full fine-car room, comfort and luxury for four

new version of a great classic... the 4-passenger

NDERBIRD

Another first from Ford! In the 1958 Thunderbird, Ford has created a wholly new size and type of fine car. It gives you Thunderbird compactness, Thunderbird handling and traditional Thunderbird performance—yet, miraculously, it now gives you full fine-car room and comfort for *four* people! It brings you interior appointments that are unbelievably imaginative and luxurious. Now, happily, you can share your Thunderbird thrills with deserving friends. Now it's *twice the fun* to own the car that became an American classic the very day it was introduced. For details about America's most excitingly different car,

turn the page, please

FIRST STATION WAGONS TO COMBINE

Mercury gives you superior performance in station wagons. You get new Marauder engines with as much as 330 hp — 4450 pounds of solid, road-hugging luxury — all wrapped up in Clean Line Modern Styling.

NOW YOU CAN ENJOY STATION-WAGON TRAVEL. This year Mercury set out to give you station wagons that would move as easily as passenger cars. And the results actually beat any other car you could name. You get a 312- or 330-hp Marauder V-8—either one with brand-new Cool-Power Design. And that means a new high in efficiency and economy—a new kind of response and maneuverability never before achieved in a station wagon.

You move safely past trucks—enter fast-moving traffic with an effortless ease that tops any passenger car but a Mercury. And there are dozens of wonderful new driving aids

The magnificent Colony Park (*foreground*), the luxurious Voyager (*left*), the value-leading Commuter (*top right*)— Mercury's 3 series. Your choice of 6 models.

SPIRITED PERFORMANCE WITH BEAUTY AND SIZE

ID YOU TRAVEL IN STYLE! Clean Line Modern Styling, ercury's reflection of the taste and tempo of our times. Lines as an as a bridge—free from useless chrome or wings or things. And like all good modern design, it's supremely functional. e airy, spacious hardtop design gives you the widest, most nderful view on wheels. There's no liftgate to get in the y when loading; a rear window that disappears into the lgate takes its place. And any Big M station wagon for 1958 es you the largest, most usable cargo area you can find— ger in all the dimensions that count.

No wonder Big M station wagons lead their field in sales. We

1958 MERCURY

Turns on a dime...parks on a dime...runs on pennies

In but a matter of months, businessmen have found the Volkswagen Truck so sound an investment that, today, it has become the fastest growing seller in the U.S.A. Ask your dealer to show you comparative operating costs. He can prove that Volkswagen trucks deliver the goods . . . for less.

VOLKSWAGEN

The engineered dependability of every Volkswagen is backed up by famous VW Service and Genuine VW Spare Parts in all 49 states. For free full-color brochure, "Go Places with Volkswagen Trucks," write P. O. Box 2506, N. Y. 17, N. Y.

Mercury, 1958 ◄ *Volkswagen, 1958*

Mercedes, 1958

Mercedes, 1958

YOU'LL GET A REAL CHARGE *out of the way this* **'58 CHEVROLET** *responds to your touch, the slightest hint of command. Here's vigorous new V8 performance that's enough to perk up anybody's pride. Here's the kind of eager-to-please handling and polo pony response that lets you know you're the boss, right from the start!*

That's a wonderful feeling, you know. But it doesn't happen by chance; it's a careful blend of qualities that demands real engineering talent.

Very few cars in any price range even come close to Chevy's precise, clean ease of handling, the beautifully balanced way it clings to any road, the crisp accuracy of its steering, the supple surefootedness of its Full Coil suspension.

There's never been another list of tremendous advances like the '58 Chevrolet's Level Air 100 percent air springs*, its low-slung X-built frame, its unprecedented Turbo-Thrust V8 engines*, its totally new bodies. But the biggest advance in the new Chevrolet is the whole new feeling of ease and competence and security. You won't know how significant *that* is till you try it—and that's something you ought to do this week! . . . *Chevrolet Division of General Motors, Detroit 2, Michigan.*

*Optional at extra cost.

CHEVROLET

Chevrolet, 1958

Classic elegance in motorcars: The Lincoln Landau. Gown by Travis-Morell

THE CLASSIC FINE CAR

that brings Continental luxury within the reach of every fine car buyer

THE NEW LINCOLN

styled and crafted in the classic Continental tradition

Inspiration for The New Lincoln: the new Continental Mark III. Mark III prices are just slightly above the fine car field.

The New Lincoln—styled and crafted in the Continental tradition—has created a new standard by which all fine cars must now be measured.

For the first time, every fine car owner has the opportunity to know Continental standards of luxury, driving qualities and craftsmanship.

The man who owns a Lincoln drives a car of classic beauty. And as he drives, he knows the pleasure of being surrounded by classic elegance in interiors.

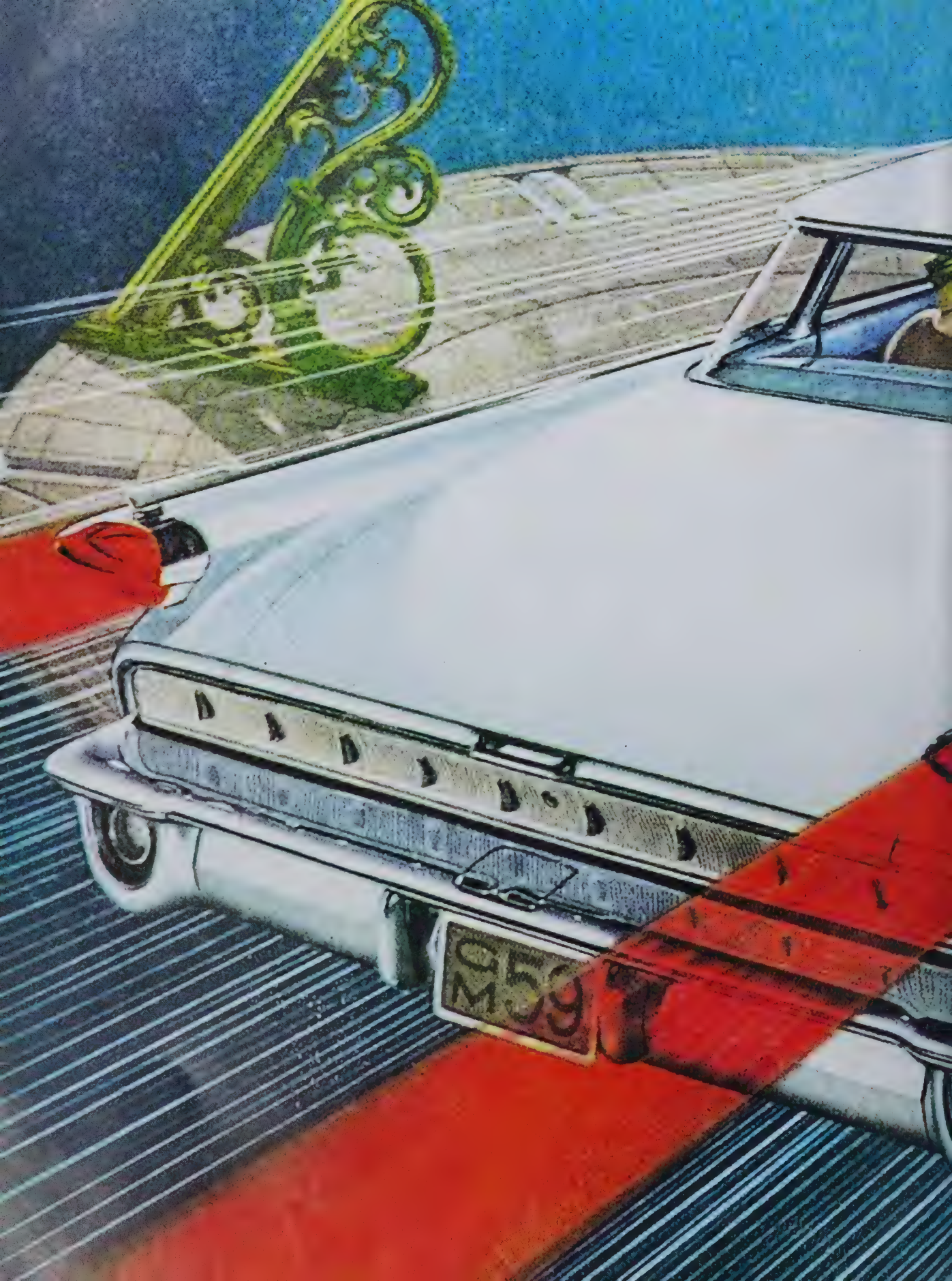
The Lincoln owner knows an engine built to a whole new standard of precision tolerances . . . and in the Continental ideal of luxurious, *effortless* driving—every power assist known.

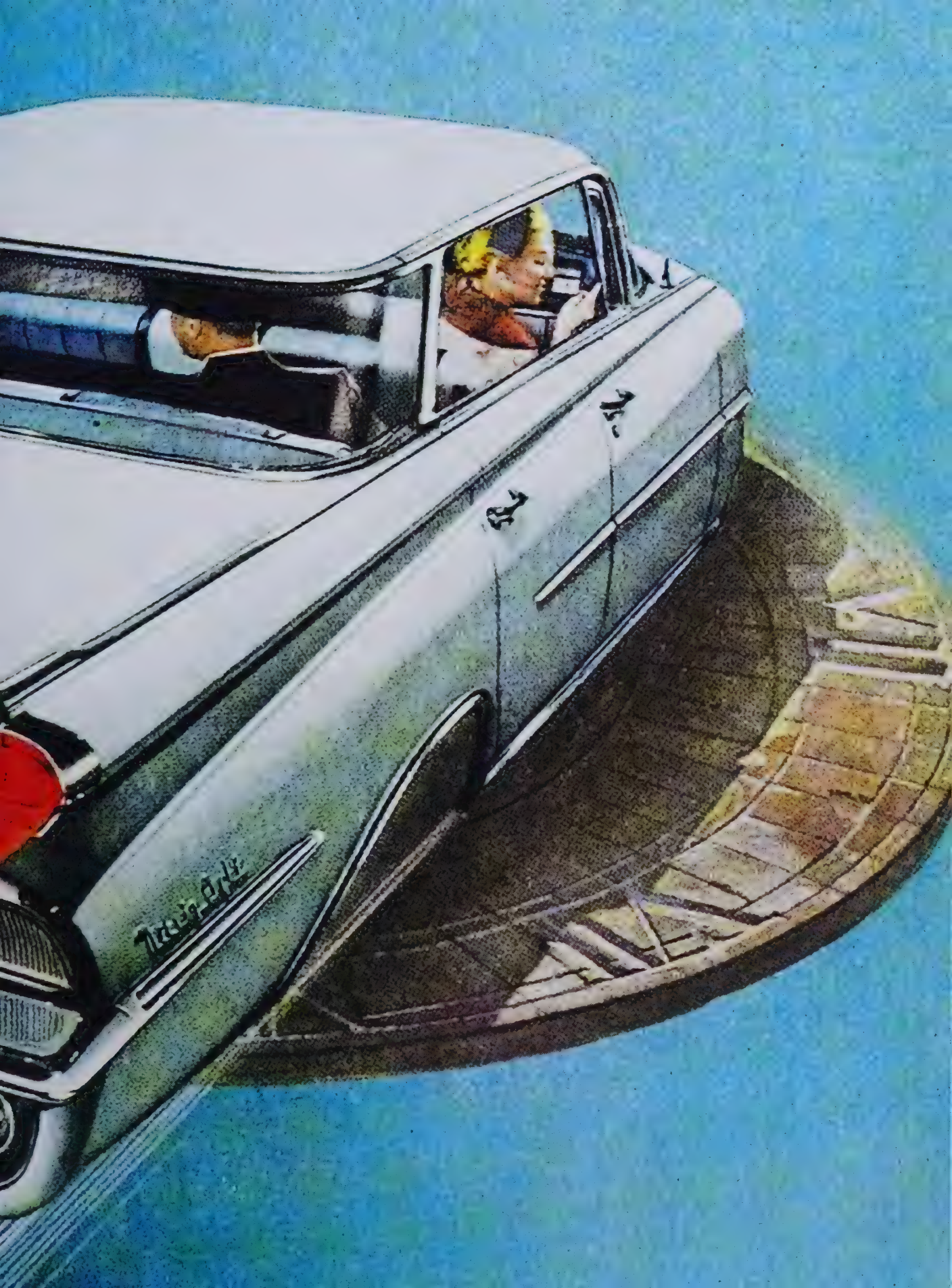
We invite your inspection of the first distinctively new choice in fine cars in many, many years.

LINCOLN DIVISION, FORD MOTOR COMPANY

Lincoln, 1958

▶ Body By Fisher, 1959


G59
M59



A BOLD NEW CAR FOR A BOLD NEW GENERATION

PONTIAC

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

Buick, 1957

Ford, 1958

The dashing Corvette—America's only authentic sports car.

NOTHING GOES WITH SPRINGTIME LIKE A BRIGHT NEW CHEVY! *Here are cars to rejoice in...sports-minded, fun-hearted and beautiful as all outdoors. The way they perform, ride and handle makes for the happiest driving you've ever known. Got spring fever? Trade it for that Chevrolet feeling!*

There's something about these new Chevies that was made to order for the warm, wonderful days ahead.

You can see it in the eagerness of their low-thrusting silhouettes. You can feel it in the spirited way they take to an open stretch of highway, in the nimble way they negotiate a winding country road.

These are cars to rejoice in—the surest, happiest cure ever invented for an old-fashioned case of spring fever. And the treatment starts with your first close-up look at the gull-wing glamor of that all-new Body by Fisher.

Every one of these new Chevrolet passenger cars is lower, wider and more luxurious in every detail. And every clean-etched line has a freshness you'll find on no other car in Chevy's field.

Once you're behind the wheel you'll find plenty of other exclusives that make driving more restful and zestful. Give some rein to the radically new Turbo-Thrust V8,* for instance, and see how it loves to shrink the miles out where they're long and lonesome. Or follow your wanderlust down a slipping backwoods road—and feel the putting-green smoothness of Chevrolet's new kind of ride.

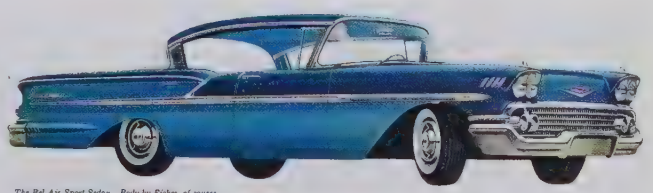
Your local dealer will be glad to fill you in on all the details—including prices as low as Chevy's roadline!... Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost.

CHEVROLET

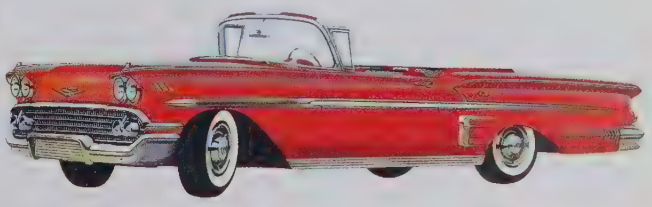
The Impala Sport Coupe—only Chevy's got this kind of gull-wing glamor!

Pontiac, 1958 ◀ Chevrolet, 1958



The Bel Air Sport Sedan—Body by Fisher, of course.

The Bel Air Sport Coupe—every window of every Chevrolet is Safety Plate Glass.



The Impala Convertible—supremely smart . . . superbly appointed.

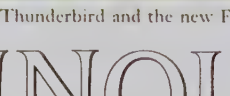
▶ Ford, 1958

FORD MEMBERS OF THE WEDDING: FAIRLANE 500 TOWN SEDAN, SUNLINER, SKYLINER, COUNTRY SQUIRE

Married in style and luxury! The 59 Thunderbird and the new Ford Galaxie

ANNOUNCING— THE

Brilliant wedding of Thunderbird elegance and the world's most beautifully proportioned cars



The 59 Fords awarded the Gold Medal of the Comite Francais de L'Elégance for beautiful proportions at the Brussels World's Fair.

Just married in style to the Thunderbird! It's th smartest, richest and most exciting of 59 Fords—the ele gant new Galaxie. A bright new personality in cars— and more! The Galaxie is a full "fine car" 6-passenger ex pression of Thunderbird grace—spirit—style and luxur in an altogether-new line of Fords.

It's Thunderbird in looks! The Galaxie, as you' quickly see, is as wonderfully all-the-way Thunderbir as a low-priced Ford can be. The smart straight-lin

ETY VISION GLASS IN EVERY FORD . . . *ALL AROUND*

NEW FORD *Galaxie*

laxie roof and dramatic see-it-all rear window say underbird *unmistakably*. So do the clean, crisp, low-ept body lines. Here is the most perfect match yet of Thunderbird's silhouette—the most modern and most nted "new look" in cars today!

s Thunderbird in luxury! New Galaxie appoint-nts—like the plush, deep-pile carpets—are so very underbird in taste. And just like the Thunderbird, the laxie seats you in the tailored elegance of specially quilted and pleated fabrics. There's Thunderbird V-8 power, too. A surpassing luxury that tells you how superbly these newlyweds "GO" together.

Reception now—you are invited. Why not come in—this very week—see the new Galaxie and all the members of the year's most beautiful wedding. The experience, we bet, will please you proud. It might even set you to planning a second honeymoon—most elegantly—in the car that's Thunderbird in everything *except price!*

Reception
starting this week
at your
Ford Dealer's

SUPREMACY

In no other field of commerce has a single product stood so pre-eminently alone—for so long a time—as has the Cadillac car. For more than half a century, its name has been a living symbol of automotive goodness. And the Cadillac of 1958 has underscored this supremacy with revealing emphasis. To inspect it is to behold a motor car of incredible beauty. To drive it is to command the very finest in automotive performance. And to own it is to possess the most rewarding of personal possessions. This is a wonderful time to do all three—and your dealer is waiting with details on each of Cadillac's Fleetwood-crafted models, including the Eldorado Brougham.

Every Window of Every Cadillac is Safety Plate Glass • Gown by Henri Bendel

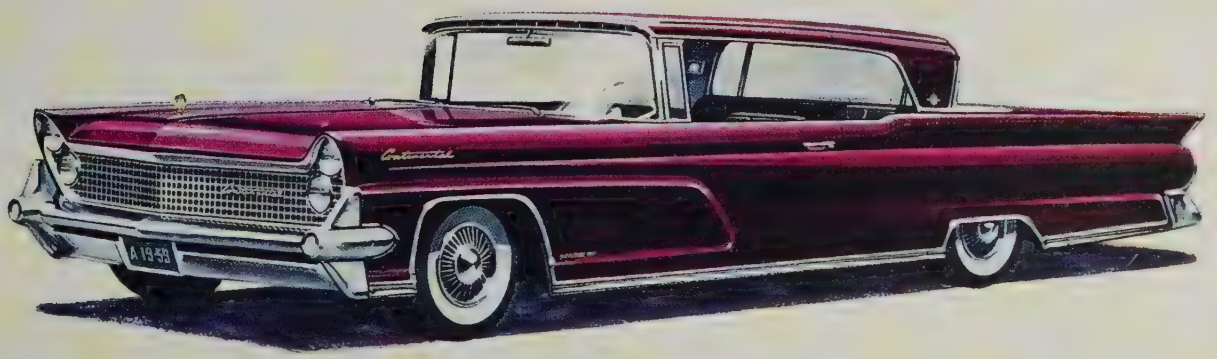
FORWARD FROM FIFTY

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Dodge, 1958 ◄ *Cadillac, 1958*

Announcing

THE MARK IV Continental



The fourth and finest in the Distinguished Series of the world's most admired car.

LINCOLN DIVISION • FORD MOTOR COMPANY

Mark IV Continental, 1958

We deliberately designed it to be the world's finest automobile

Beyond a doubt, this newest of fine cars goes well beyond the familiar concepts of luxury and performance. Indeed, that was our goal in creating the LIMITED. Thus, its interior presents a degree of elegance and comfort that sets a new level of magnificence. Its performance exceeds existing standards—to the point of providing a wholly new experience in ease of handling and serenity of ride. Even in the matter of its extra length, the LIMITED goes beyond the call of familiar dimensions. You will find this superbly crafted automobile a most satisfying possession—and your Buick dealer will be understandably proud to introduce you to it.

BUICK Division of GENERAL MOTORS

PROUDLY PRESENTED, PROUDLY POSSESSED — *The*

LIMITED

GENERAL MOTORS — BUICK — MILES AHEAD

Buick, 1958

Now there's a full series of elegant Impalas, including the new Sport Sedan shown here.

ALL NEW ALL OVER AGAIN!

It's shaped to the new American taste with a lean, clean silhouette, crisp new contours, beautifully restrained accents. It brings you more spaciousness and comfort with a new Body by Fisher. It has a bright new sheen—a new kind of finish that keeps its luster without waxing for up to three years. New bigger brakes. Vast new areas of visibility. New Hi-Thrift 6. New handling ease and road steadiness. It's new right down to the tires!

Never before has an automobile manufacturer made such sweeping changes two years in a row. And never before has any car been new like this one.

The 1959 Chevrolet is your kind of car. Shaped to reward your new taste in style. Designed to anticipate your desire for greater roominess and comfort. Engineered to bring you greater safety, economy, ease of handling and smoothness of ride.

Chevrolet's new Slimline design brings entirely new poise and proportion to automobile styling. Inside the new and roomier Body by Fisher you'll find truly tasteful elegance. And you'll see more through the new Vista-Panoramic windshield that curves overhead. It's more than 50 per cent larger!

There's much, much more. A new steering ratio makes handling easier. New suspension engineering gives you a more stable ride. (Level Air suspension* is now even softer!) There's a sweet new edition of Turboglide*. A new Hi-Thrift 6 that goes and goes on a gallon. New Safety-Master brakes. And with all that's new, you'll find those fine old Chevrolet virtues of economy and practicality. See this fresh new Chevy at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost

CHEVROLET

What Americans want, Americans get in a Chevy!

The new Bel Air 2-Door Sedan—like all '59 Chevies—rolls on stronger, safer Tyrex cord tires.

'59 CHEVROLET

Chevrolet, 1959

The Lincoln Premiere Landau

MOST DRAMATIC DEBUT OF 1959: NEWEST EDITION OF THE LINCOLN LOOK

A masterpiece at rest... A miracle in motion

This is the Lincoln for 1959. The lineage of its glorious past is apparent—struck beautifully into metal and glass. But there is more, much more, to see, to feel, to behold.

Here, indeed, is the timeless Lincoln look. And, this *look* is just one reason why Lincoln is such a practical investment now, and worth so much more for all the years ahead. It is reassuring, as well, to know that Lincoln shares its appearance and dimensions with no other motorcar.

Of all the 1959 cars, Lincoln is the widest, deepest and most comfortable inside—unquestionably the most handsomely appointed. And Lincoln, powered by America's most agile engine, handles with incredible ease.

What's more its unique uniframe construction brings a new stability, safety and silence to motoring. If you yearn for the distinctive, yet wish to invest shrewdly, the Lincoln must inevitably be your motorcar choice for 1959.

The Lincoln lines are completely original—unshared with any other car.

THE 1959 LINCOLN LOOK

Classic beauty—
unexcelled craftsmanship.

LINCOLN DIVISION • FORD MOTOR COMPANY

Lincoln, 1959

► Ford, 1959

Country Squire

Good looks never carried so much weight!

Chevrolet Task-Force 59 Trucks

Here's the handsomest thing that ever happened to hauling—the new El Camino, combining the stunning style of a '59 Chevrolet passenger car with the cargo capacity of a pickup. It's another example of the added prestige Chevrolet trucks bring to your business—from the Sunday-go-to-meeting look of the new Fleetside pickups (available with new two-toning as an extra-cost option) to the built-for-stamina styling of heavy-duty models. Your dealer's waiting now to show you the entire new Chevrolet Task-Force 59 lineup—the best yet of the best sellers—with *new might, new models, new money-saving power.*

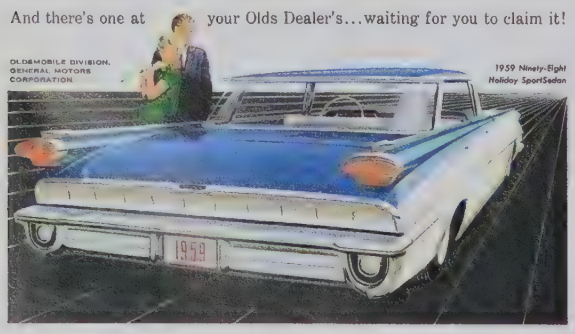
CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN

Chevrolet Trucks, 1959

So totally new... so typically Olds!

OLDSMOBILE FOR '59 introduces the new "Linear Look" ... the start of a completely new styling cycle! It's the most spacious Rocket Olds ever built...for passengers and luggage! Rides and drives like a dream! Wonderfully smooth...unbelievably silent! It's a traffic-stopper! It's a beauty! And there's one at your Olds Dealer's...waiting for you to claim it!

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION



1959 Ninety-Eight Holiday SportSedan

Oldsmobile, 1959

DYNAMIC 88 HOLIDAY SPORTSEDAN—sports car flair, full family size! Features new, improved Econ-O-Way Carburetion and exclusive 7-stage, fuel-saving automatic choke!

OLDSMOBILE FOR '59 brings you the "Linear Look"... alive with advanced ideas! Everything is new! The view is Vista-Panoramic ... there's more passenger room and luggage space, too. Rocket Engine power is quieter and smoother ... the ride is best described as a "Glide". To step out of the ordinary, step into a '59 Olds at your dealer's today!

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION

NINETY-EIGHT HOLIDAY SCENICOUPE—new luxury, roominess, visibility! Huge, tinted rear window—specially prepared to block sun's rays—is standard equipment!

Oldsmobile, 1959

▶ *Thunderbird, 1959*

FORD THUNDERBIRD '59

The car everyone would love to own!

Introducing the "Linear Look"...

OLDSMOBILE for '59

So totally new...so typically Olds!

Here you see the start of a new styling cycle! Sweeping expanses of glass enhance Oldsmobile's new inner spaciousness. For in every '59 Olds there's *new roominess*...here, there, everywhere... from leg room to luggage space! New Rocket Engines, too, newly engineered for quietness, smoothness *and economy*! And everywhere you look on *every* '59 Olds you'll find the *added values* you asked for ... from new Magic-Mirror Finishes to safety-cooled Air-Scoop Brakes on *all four* wheels. See the quality leader of the medium price class—the exciting '59 Oldsmobile!

OLDSMOBILE DIVISION GENERAL MOTORS CORPORATION

Ninety-Eight Holiday ScenicCoupe—features new heat-resistant rear window, combining cool comfort with maximum visibility. ScenicCoupe styling also available in Dynamic 88 and Super 88 Series.

Super 88 Holiday SportSedan—full family size with 4-door convenience plus the flair of a sports car. Also available in the Dynamic 88 (right rear) and Ninety-Eight Series.

Discover the added values in OLDSmobility... at your local quality dealer's!

Oldsmobile, 1959

Start of a New Styling Cycle...

OLDSMOBILE FOR '59

Oldsmobile's 1959 Ninety-Eight Holiday ScenicCoupe—with rear window of tinted, heat-resistant glass.

The car that conquers "Inner" Space!

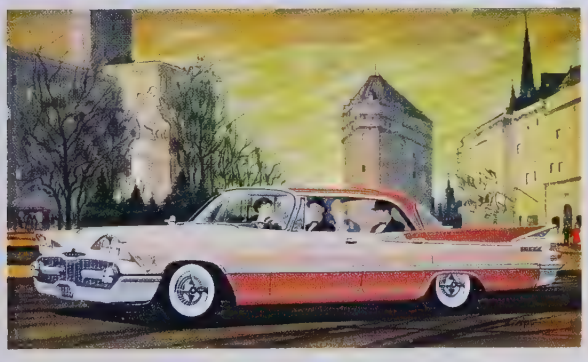
You wished for it! You asked for it! It's here! Wonderful new spaciousness ... everywhere ... in the new Ninety-Eight by Olds! Even your outlook is bigger ... broader ... from vistas of glass that accent a rakish "Linear Look." Here, too, you command the hushed quiet of the most responsive Rocket Engine of all. You relax as you drive with instantly obedient, effortless Roto-Matic Power Steering. Here's new luxury ... in lines ... looks ... action! See the '59 Ninety-Eight by Olds ... at your dealer's. Oldsmobile Division, General Motors Corporation.

Oldsmobile's Ninety-Eight Holiday SportSedan—a 4-door family model with the flair and fun of a sports car ... highlighted by a wrap-around rear window and Vista-Panoramic Windshield.

DISCOVER THE ADDED VALUES IN OLDSmobility ... AT YOUR LOCAL QUALITY DEALER'S!

Oldsmobile, 1959

The Newest of Everything Great! — *The Greatest of Everything New!*



Design you out? No, Never!

Comfort stages a comeback. You get it in oversize doors, unobstructed entrance space, deeper seat cushioning, greater headroom. As an extra note of grace, add Dodge's new Swing-Out Swivel Seats.*

**optional at extra cost*

Now, it's nice to ride low and snug-to-the-road. You are more secure. The car is in better command.

But here's something important to you. When Dodge pioneered the low Swept-Wing car, you were designed *into* it, not *out of* it.

We figured that *solid comfort* is something you're entitled to *along with lowness and beauty and style.*

The way you *get in* it, the way you *sit in* it, sets this '59 Dodge apart from the field.

We're talking about *more* than the new Swing-Out Swivel Seats*. We mean the size of the door opening, the clearance for your head, shoulders, knees and feet when you enter.

We mean the support under your legs, the deep cushioning at your back, the position of your body when you settle down.

This '59 Dodge was built around *you*. That is one mark of a great car. Compare it!

'59 DODGE

Dodge, 1959

You'll be surprised to learn this luxurious Pontiac is powered by a V-8 that prefers regular grade gasoline

Pontiac has successfully merged magnificent automobile design with an efficient new V-8 engine.

It's the Tempest 420E, especially built for Pontiac to give exceptionally good mileage on regular grade gasoline. At the same time you get V-8 muscle and pep. You save up to five cents per gallon, which considerably reduces car operating costs. Yet you still have all the power you'll ever need in normal city or highway driving. There's never been such an alliance between efficiency and beauty.

If you desire still greater power, Pontiac also offers the Tempest 420-B, a deep-chested engine swinging high-powered performance from premium gasoline. Either engine can be specified on any model at no extra cost. Only Pontiac gives you this unusual choice.

For a demonstration of these and other Pontiac innovations see the Pontiac dealer nearest you.

You'll be proud of this daring and different automobile and proud of yourself for making such a wonderful investment.

THE ONLY CAR WITH WIDE-TRACK WHEELS!

Wheels are 5 inches farther apart. This widens the stance, but the car rides on a stable, balanced, self-damping ride. Sway and lean disappear. That's the same opinion Motor Trend Magazine voted Pontiac Car of the Year for 1959!

PONTIAC MOTOR DIVISION · GENERAL MOTORS CORPORATION

PONTIAC! America's Number ① Road Car!

3 Totally New Series • Catalina • Star Chief • Bonneville

Pontiac, 1959

You get the solid quality of Body by Fisher.

Gorgeous new way to save as you go!

Pontiac's new V-8, the Tempest 420E, gives you phenomenal extra mileage—up to 20% saving on gasoline bills!

The same engineers who developed the new Tempest 420 V-8 to give you the ultimate in *action* have also developed a companion power plant with unbelievable gasoline economy! This new engine is a big, easy-breathing V-8 . . . yet it uses *regular gas* and delivers better mileage than many of the smaller cars with so-called "economy engines"! Really! You save up to 20% on *gasoline bills!* The secret is in its amazingly efficient design . . . perfected by the industry's hottest engineering team to give you the extra gas mileage you want *without sacrificing V-8 vim and vigor!* So if you have the idea that economy and action just can't go together, you're in for a wonderful surprise!

PONTIAC MOTOR DIVISION · GENERAL MOTORS CORPORATION

EXCLUSIVELY YOURS—WIDE-TRACK WHEELS

The widest, steadiest stance in America. Better cooling for engine and brakes. Better grip on the road, safer cornering, smoother ride—easier handling. You get the most beautiful roadability you've ever known—in America's Number ① Road Car!

See Your Buick or Pontiac Star Parade, Nov. 29—CBS-TV

PONTIAC! America's Number ① Road Car!

3 Totally New Series • Catalina • Star Chief • Bonneville

Pontiac, 1958

YOU GET THE SOLID QUALITY OF BODY BY FISHER.

Pontiac launches a trim traveler... able and stable on wide-track wheels

Come aboard a 1959 Pontiac and see why this rakish new automobile has been sailing away with the honors this year.

Wide-Track Wheel design has played no small part and only Pontiac has it. The wheels are five inches farther apart. This widens the stance, not the car. The center of gravity is lower; there's a greater stability. You're more secure and confident at the helm.

Anchored, or in action, she's a trim car. The Wide-Track Wheel design gives her a sleek, slender, harmonious appearance. She's balanced, not top heavy like conventional "narrow gauge" cars.

She's a much discussed car, respected, admired and owned by a new smart set tuned to a different kind of automobile perspective. Even the editors of Motor Trend Magazine, a most discriminating group of automobile judges, have awarded Pontiac their Car of the Year trophy for 1959.

Your Pontiac dealer has several in port, shipshape and ready for you to take on a cruise this week. Give him a call.

Wide-Track Wheels; New Economy Engine, Too!

Wheels are moved out 5 inches for steadier stance, easier handling. New Tempest 420E engine gives V-8 muscle and pep on regular grade gasoline. No other car offers these two automotive advancements!

PONTIAC MOTOR DIVISION · GENERAL MOTORS CORPORATION

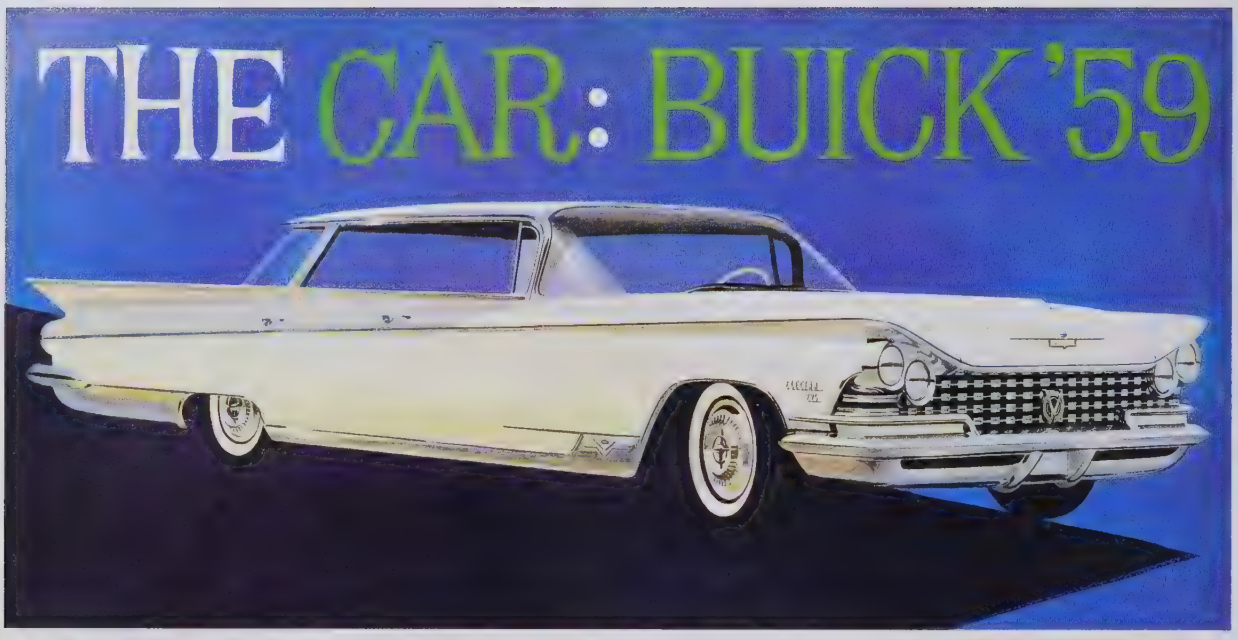
PONTIAC! America's Number ① Road Car!

3 Totally New Series • Catalina • Star Chief • Bonneville

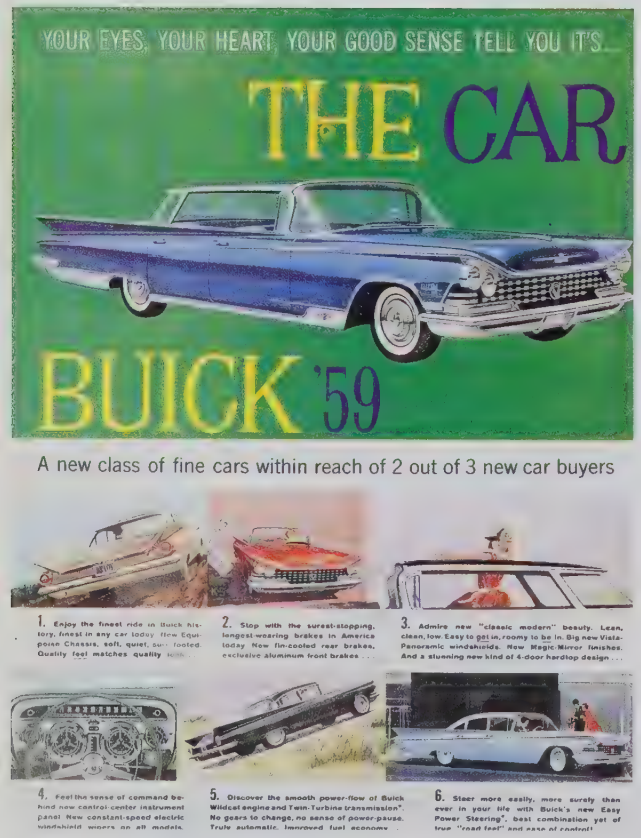
Pontiac, 1959

▶ *Mercury, 1959*

1959
1959

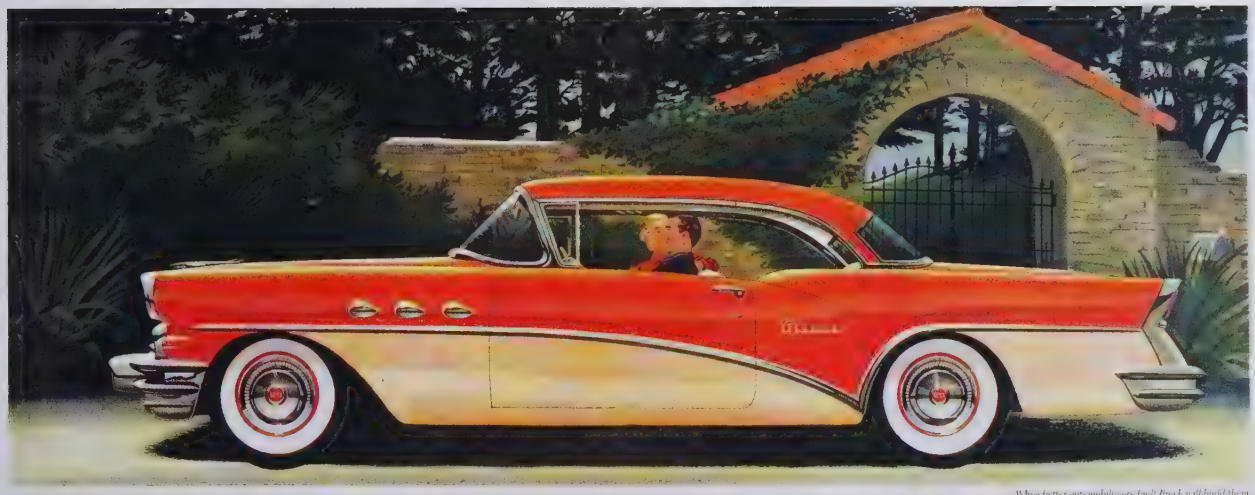


Buick, 1959



Buick, 1959

Buick, 1959



When better cars are made, we'll make Buick with them

Just one Big Thrill from end to end

LET'S SAY you've just taken your first drive in a '56 Buick—and *you're* telling the story.

Where would you start? With that new Variable-Pitch Dynaflow?*

Fair enough—for *that* brings a new thrill no other car can even come close to.

How did it feel when you pressed that pedal and found yourself taking off in a single, smooth and unbroken sweep—with no lag between standstill and go—no gear-to-gear "hump" as you moved up to cruising pace?

Did you get a kick out of gliding through traffic like a skier on slopes?

Were you thrilled as you rolled the highway at only part throttle—where folks do most of their driving—and where Dynaflow brings you its biggest boost in gas mileage?

And did you feel a joyous satisfaction when you switched the pitch for Dynaflow's all-out surge of full power to pull you safely out of a tight spot on the highway?

But wait. How about all those other new Buick bits?

How about the fun of hossing Buick's big, new wallopping 322-cubic-inch V8 engine—now lofted to new highs in power and compression?

The honey comfort of Buick's great new ride—now made even sweeter and more luxurious by new deep-cool shock-absorber cushioning added to Buick's famed all-coil springing?

The bliss and bounty of Buick's new handling ease—and new road steadiness—and new Safety Power Steering?—and new luxury of fabrics, appointments and colors?

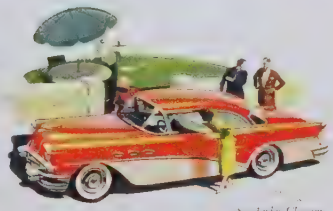
The happy thrill of knowing you can get all these Buick blessings at a satisfying price—all the way from the thrifty, bedrock-priced SPECIAL to the fast stepping CENTURY, to the spirited SUPER—and on to the custom built ROADMASTER?

Looks like we've told the story—after all.

But *your* time is coming—and you'll just go take your ride and make your deal at your Buick dealer's. See him this week, for sure.

BUICK *Division of* GENERAL MOTORS

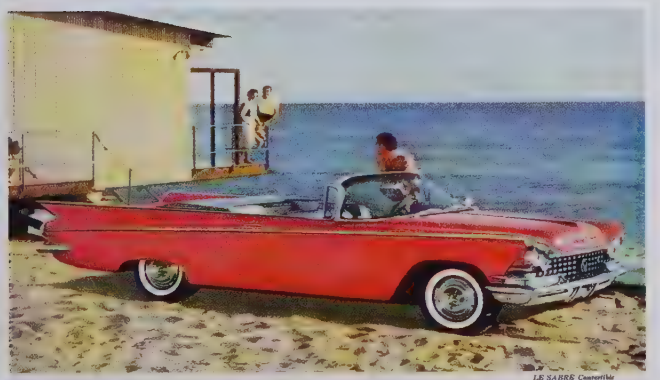
AT A NEW LOW PRICE 4-Season Comfort in your new Buick with FRIGIDAIRE CONDITIONING



See Jackie Gleason on TV every Saturday Evening

Best Buick yet

Buick



LE SABRE Convertible

Whatever car you have in mind... you're better off with a Buick!

Almost any new American car you're thinking of buying falls within reach of today's Buick price range. And when this same money pays for a Buick, today more than ever before it brings you things you just can't buy elsewhere!

It pays for a very special feeling of wisdom and pride. It pays for the magic in the Buick name itself—a sense of quality, tradition, reliability. And it pays—in ways you can touch and feel—for the most exciting beauty, the most advanced performance ever built into Buick cars.

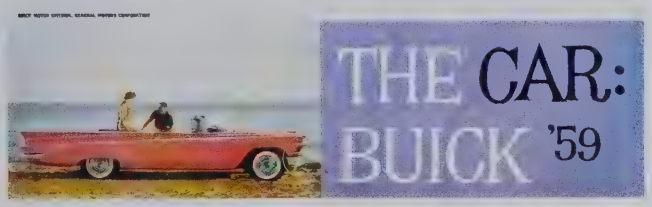
If you're thinking of buying a car, don't fail to see your Quality Buick Dealer. He has some wonderful new surprises for your money.

New Magic-Mirror finishes • New super-quiet Bodies by Fisher • Safety PLATE Glass all around • New Equipoise ride • New fin-cooled brakes, front and rear • Aluminum front brake drums • Thriftier, higher compression, more powerful Wildcat engines • New electric windshield wipers • New Buick Easy Power Steering • Exclusive Twin-Turbine and Triple-Turbine transmissions* • New Automatic heat and fresh air control*.*

(*Optional at extra cost on certain models.)

LE SABRE *The thriftiest Buick* INVICTA *The most spirited Buick* ELECTRA *The most luxurious Buick*

BUICK MOTOR DIVISION, GENERAL MOTORS CORPORATION

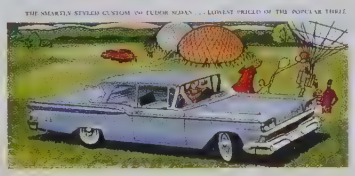


Buick, 1959

Gas goes a whole lot farther...

Savings reach new heights in this new Ford Ranch Wagon . . . designed for families living it up on a budget. All six Ford Wagons—Standard Six or Thunderbird V-8—use *regular* gas, save you up to $40 a year on fuel alone! America's wagon specialists have designed them *new*, like a hardtop. Living room comfortable . . . with sofa-soft seats for up to nine. A stratospheric 92 cu. ft. of cargo space is push-button easy to load with single-operation tailgate. Biggest, most elegant Ford wagons ever. Want a lift?

THE SMARTLY STYLED CUSTOM 6-TUDOR SEDAN . . . LOWEST PRICED OF THE POPULAR THREE



New award-winning proportions • New hardtop styling for picture window view • All seats face comfortably forward • Safety Glass all around • New Diamond Lustre finish never needs waxing • Aluminized mufflers last twice the life • Full-flow oil filtration takes you 1000 miles without an oil change.

59 FORDS

MORE FORD BEAUTIFUL AS TRANSFORMED CARS

Ford, 1959

▶ Cadillac, 1959 ▶▶ Cadillac, 1959

Sedan de Ville

RITZ-CARLTON

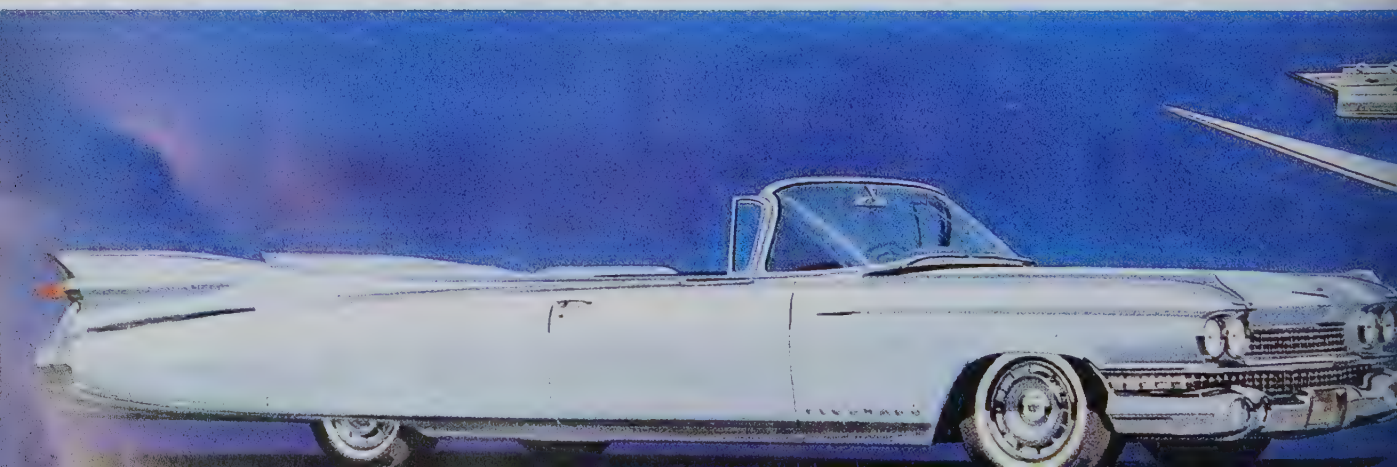
THE FLEETWOOD SIXTY SPECIAL

A NEW

THE 1959 *Cadillac*

By appointment to the world's most discriminating motorists

THE ELDORADO BIARRITZ

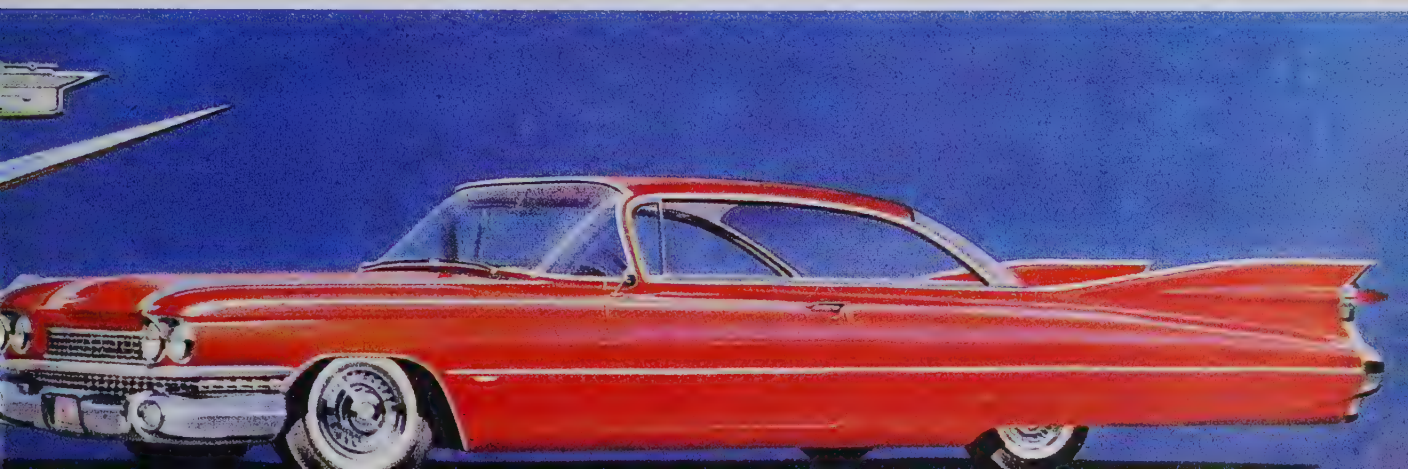


REALM OF MOTORING MAJESTY

single glance tells you these are the newest and most mag-
ficent Cadillac cars ever created. Dazzling in their beauty,
ace and elegance, and inspiring in their Fleetwood luxury
d decor—they introduce a new realm of motoring majesty.
nd a single journey at the wheel will reveal still another fact
that these are the finest performing Cadillacs ever produced.
ith a spectacular new engine, more responsive Hydra-Matic drive and improved qualities of ride and handling, they provide a totally new sense of mastery over time and distance. This brilliant new Cadillac beauty and performance are offered in thirteen individual body styles. To inspect and to drive any of them is to acknowledge Cadillac a new measure of supremacy. We invite you to do both—soon!

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

THE SIXTY-TWO COUPE



STARFIRE 98 HOLIDAY COU

...enjoying the luxury of a Starfire 98 !

ongratulations are in order! And the owner of this newest Oldsmobile asterpiece is sure to receive his share!

ere is distinction. The exclusive Accent-Styled Body by Fisher com-ands immediate attention, instant recognition. You travel in all the mfort and luxury that the most exacting craftsmanship can provide.

owpiece that it is, the Starfire 98 reveals its enthusiastic personality on e road The Rocket T-400 Engine is ever ready with a more-than-confident answer to all the demands of modern travel. And naturally, a f complement of power assists, including Jetaway Hydra-Matic, Safe Power Steering and Power Brakes, is standard equipment.

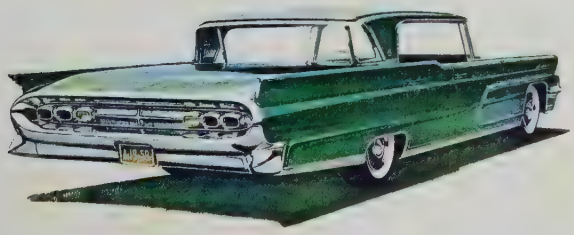
For that very special assurance that goes with driving the finest, const your Oldsmobile Quality Dealer at your earliest convenience. It is pleasure to assist in your choice of body model, finish and appointmen OLDSMOBILE DIVISION, General Motors Corporation.

OLDSMOBILE

The most distinguished motorcar of our time...

CONTINENTAL

Mark IV

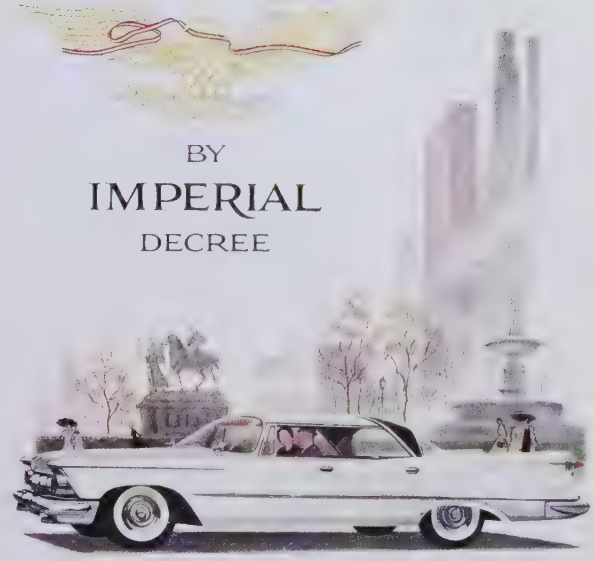


LINCOLN DIVISION • FORD MOTOR COMPANY

"When a man of rank appears, he deserves to have his merits handsomely allowed"

SAMUEL JOHNSON

Continental Mark IV, 1959



BY

IMPERIAL

DECREE

...heads will turn

Until more people are able to control their curiosity and admiration, heads will turn to follow your Imperial out of sight. When you park, people will gather . . . to peer through windows.

You will accept these small and pleasant intrusions as conditions of Imperial ownership.

But . . . as long-term *personal* satisfactions, accept the power of a new engine which develops greater thrust with fewer engine revolutions. Accept the common sense of Auto-Pilot which may be specially installed to mind speed and acceleration for you.

Adjust yourself to the velvet comfort of Imperial's Royal Coach Body . . . cushioned from stress by refinements in our time-tested torsion bar suspension.

All these excellences . . . and others you'll discover each time you drive . . . are directed by Imperial's careful, unhurried crafting . . . in the industry's most functional and efficient plant.

Your Imperial dealer has one of these excellent cars for you to inspect. Drive it . . . as his guest.

Watch the heads turn.

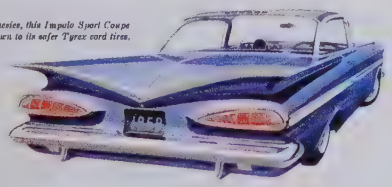
The 1959

IMPERIAL

...excellence without equal

Imperial, 1959

Like all '59 Chevies, this Impala Sport Coupe is new right down to its safer Tyrex cord tires.



FRESH, FINE AND FASHIONABLE !

Chevy's Slimline design says new in a way all its own. And beneath the beauty there's new engineering that goes down deep. Here's all the car anyone could ask for!

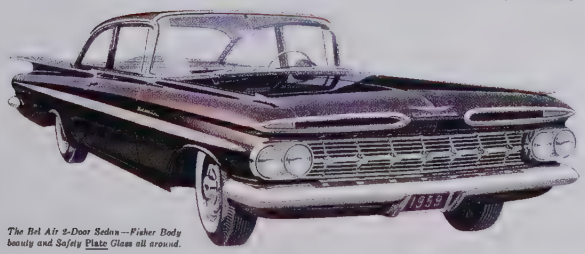
From the clean thrust of its grille to the jaunty flare of its rear deck, this '59 Chevrolet is shaped to the new American taste. And you'll find its beauty has a practical slant too—with more seating room, new areas of visibility and a longer lasting Magic-Mirror acrylic finish.

Once you're on the road you'll discover dozens of deep-down engineering benefits—from easier steering to safer stopping. Your Chevrolet dealer's waiting now with the car that can give your pride a big lift at a low price. . . . Chevrolet Division of General Motors, Detroit 2, Mich.

'59 CHEVROLET

CHEVROLET

What America wants, America gets in a Chevy!



The Bel Air 2-Door Sedan—Fisher Body beauty and Safety Plate Glass all around.

Cadillac, 1959 ◄◄ *Oldsmobile, 1957* ◄ *Chevrolet, 1959*

TAKE A NIGHT-FLIGHT IN THE TURBINE DRIVE BUICK "60"

1960 BUICK *with* GUIDE-MATIC

Ease your way through the night behind the wheel of the Turbine Drive Buick "60" and discover the new assurance that comes from driving with Guide-Matic. It's so easy to relax while the Guide-Matic Power Headlight Control selects the right light for passing, for turning, for city or turnpike cruising. And, you'll notice Guide-Matic always remembers, even when you could forget.

Most of all you'll want to try Safety Salute and see how it helps make courtesy contagious. For with Guide-Matic's exclusive Safety Salute, you can urge other nighttime drivers to *dim-down* their brights at the instant you're dimming your own.

Why be without the final touch of safety and convenience when factory-installed Guide-Matic is one of the lower cost options you can buy?

SAFETY SALUTE works like this . . . energized by the lights from an oncoming car, Guide-Matic fades down your bright beams ○○ 1 ○○ to a soft glow, signaling the other driver to dim his brights ●● 2 ●●. An instant later, the inboard beams turn off ●● 3 ●● restating . . . 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 ○○ 4 ○○ bright.

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

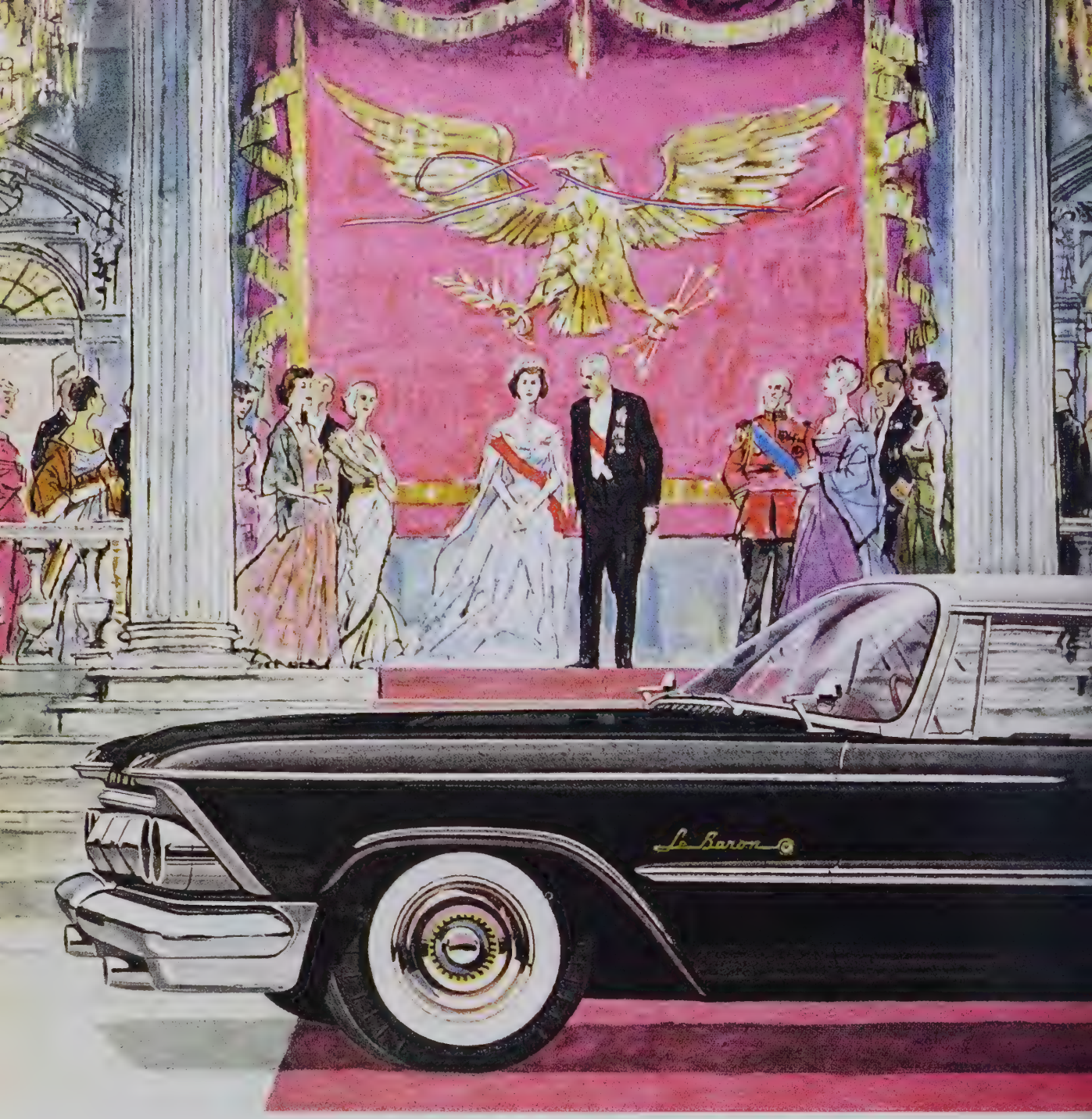
GUIDE-MATIC

POWER HEADLIGHT CONTROL

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

Buick, 1959

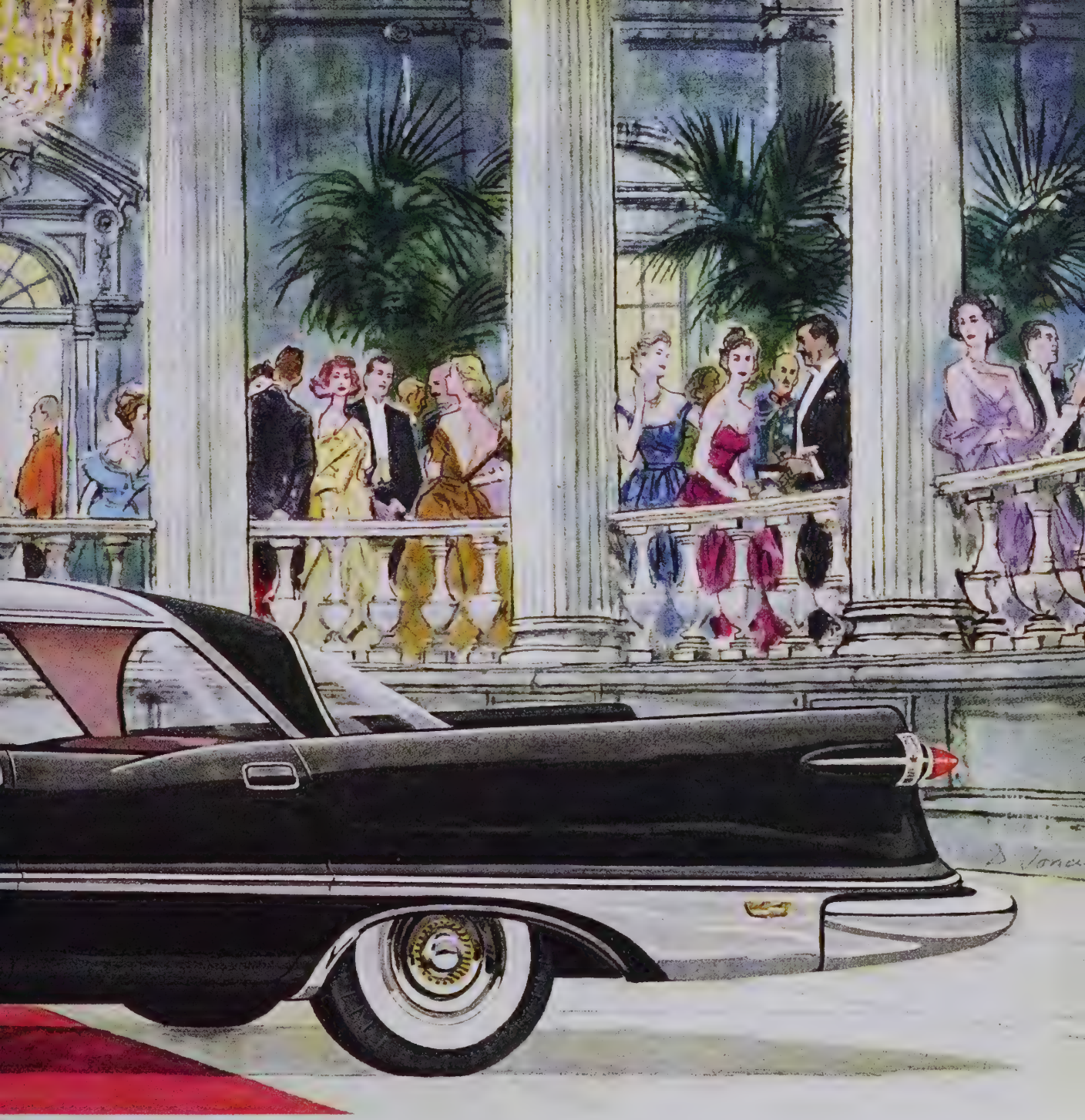
► *Imperial, 1959*



Presenting . . . the NEW 1959

IMPERIAL

. . . excellence without equal



The 1959 Imperial LeBaron Silvercrest four door hardtop . . . fresh from Imperial's all-new plant to host this year's Imperial Ball

Today, America has a new measurement for excellence in motoring.

IMPERIAL FOR 1959 . . . a car whose great dignity is matched by an eagerness of spirit . . . whose luxury and elegance are made richer by a gracious practicality.

A car in which careful interior redesign has provided more space for passengers . . . a car which makes available for the first time front seats that swivel doorward to make entry and exit easy.

IMPERIAL FOR 1959 . . . a car whose farsighted engineering concepts combine spectacular handling ease with a firm sense of absolute control . . . whose newly designed engine develops enormous power with fewer engine revolu-

A car which can be equipped with Auto-Pilot, to remind you of the speed limit, and to maintain a steady turnpike pace, hour on hour, up hill and down, without a touch of the accelerator.

IMPERIAL FOR 1959 . . . whose spacious Royal Coach Body gives you new dimensions of comfort and enjoyment. A car that comes to you in all its carefully crafted excellence from America's newest automotive plant . . . designed for the utmost in quality control.

IMPERIAL FOR 1959 . . . excellence without equal. A boastful statement? The car is ready for your inspection

NINETY-EIGHT HOLIDAY SPORTSEDAN

NEW 1960 RAMBLER CUSTOM CROSS COUNTRY—America's biggest selling compact station wagon now even smarter, roomier, classier. Six-passenger Super Rebel V-8

At top right is the brilliant new Rambler Custom Four-Door Sedan for '60.

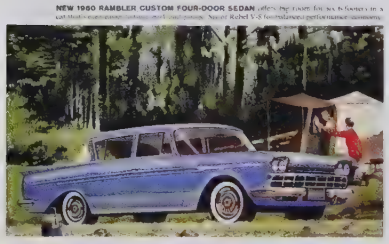
3 WIDE SEATS, 5 BIG DOORS—Roomier than ever, for the biggest families. Optional extra fold-down seat with positive locks, safe for adult children can't open from inside. Rear passengers step in easily without having to scramble over front seats. Easier to load, too.

EASY TO ENTER. Rambler's high, wide doorways are now easy to enter, step in. Interior is more spacious, new for 1960, outstanding new fashion colors. The new instrument panel is beautiful, too—and provides greater safety . . . easy to see, light and easy to reach controls.

THE WORLD'S LARGEST BUILDER OF COMPACT CARS ANNOUNCES

The New Standard of Basic Excellence... NEW RAMBLER FOR '60

NEW 1960 RAMBLER CUSTOM FOUR-DOOR SEDAN offers the roomiest, best-looking, most economical, most comfortable compact Rambler ever. Super Rebel V-8 for outstanding performance, economy.



Ahead by 10 years and 25 billion owner-driven miles

A new motoring concept is about. Rambler dealers unveil the new standard of basic excellence. Come discover what it means to you.

Come see America's most advanced compact—improved by 10 years and 25 billion happy owner miles. See sizzling that is current, new and classically Rambler—in fresh, clean design. See completely new, modern-look Station Car. Also offered: Deluxe. See Rambler's latest improvements for 1960.

See the new cars with better balance, fine performance balanced with top economy . . . big car room balanced with small car handling . . . high quality balanced with low price.

It's exclusive Personalized Comfort . . . separate front seats that glide back and forth individually . . . reclining seat backs . . . adjustable headrests.

Visit your Rambler dealer. See and drive the new Rambler—discover the new standard of basic excellence.

ONLY RAMBLER GIVES YOU THE BEST OF BOTH:

Big car room and comfort

Small car economy and handling ease

NEW 1960 AMBASSADOR V-8 BY RAMBLER—the compact luxury car in the medium price field offers new improved fuel economy on regular gasoline.

Rambler, 1959

How GM engineers explore new horizons

HERE you see the XP-300 and Le Sabre. The press likes to call them "cars of the future."

Thousands of people have flocked to see them, and the question most often asked is, "When will you build cars like these for the public?"

Well, the answer is—these aren't intended to show exactly what future cars will be like. They were built and rebuilt over a period of several years, to give our engineers and designers the chance to test out fresh ideas, and get these ideas beyond the blueprint and laboratory stage.

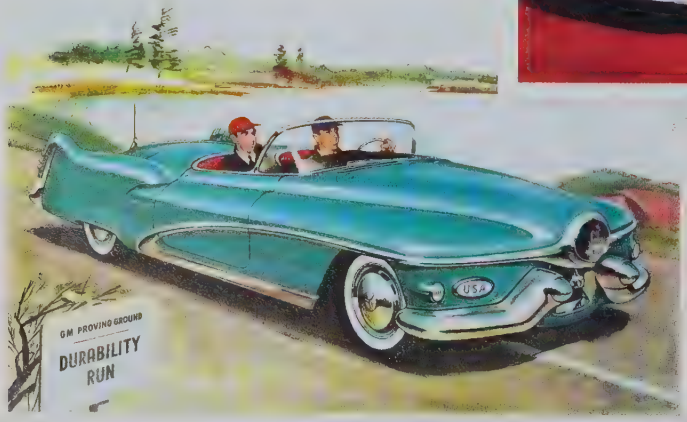
You never know, till you get far-in-advance ideas to the point where you can road-test them and let folks look at them, how practical they'll be—and how the public will take them.

We can promise you that, as time goes on, some of these features will begin to appear on cars in regular production.

We say that because it has happened before. Many of today's commonplace features on General Motors cars came right out of "tries" like these in early years.

So Le Sabre and XP-300 are the latest examples of how far we go to make the key to a GM car your key to greater value.

235-Horsepower Performance from a 350-Pound Motor—GM engineers solved the problem of putting a very high-powered engine in small space by developing an entirely new light alloy engine for both of these cars. The engine is a supercharged V-8 having 10 to 1 compression ratio and operating on premium-grade fuel for all normal driving—premium fuel plus special fuel suitable for supercharged engines at higher speeds. Engines are supercharged by a blower GM engineers developed for Diesel engines.



The Top that's Worked by a Raindrop—First drop of rain falling on a sensitized spot between Le Sabre seats starts mechanism which raises and locks top, rolls up side windows. XP-300 has steering post adjustable to driver's height—and seats which are adjustable up and down, forward and backward, and whose contour backs can be moved forward at belt line to ease back strain during long drive. Both have built-on jacks for easy tire changing. Typical of the many GM engineering experiments in these cars—to advance even further passenger comfort and driving ease.

Your Key to Better Engineering —the Key to a General Motors Car

From just such continuous GM engineering experiments as are now being tested in XP-300 and Le Sabre come the superior performance, handling ease and beauty of the 1952 Chevrolets, Pontiacs, Oldsmobiles, Buicks and Cadillacs. Further proof that a key to a GM car is your key to better engineering—and thus to greater value.

GENERAL MOTORS

"MORE AND BETTER THINGS FOR MORE PEOPLE"

CHEVROLET · PONTIAC
OLDSMOBILE · BUICK · CADILLAC

All with Body by Fisher

GMC TRUCK & COACH

Hear HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast

Oldsmobile, 1959 ◀ *General Motors, 1952*

▶ *Chevrolet Corvette*

"REALLY, OLD BOY, YOU AREN'T SUPPOSED TO BUILD THAT SORT OF THING IN AMERICA, Y'KNOW."

The unforgivable thing, of course, is this: The new Corvette not only looks delightful and rides like the Blue Train—but it also is quite capable of macerating the competition out on the road circuits.

This dual nature is the classic requirement before you can call a pretty two-seater a *sports car*. And properly so, for this is an honorable name, and only a vehicle with race-bred precision of handling, cornering and control can make a mortal driver feel quite so akin to the gods.

Unlike the gentleman above, who has been a little slow in catching up with current events, most sports car people are becoming aware that the Corvette is truly one of the world's most remarkable cars. Because it does two disparate things outstandingly well: It provides superbly practical motoring, with every luxury and convenience your heart might covet, and accompanies this with a soul-satisfying ferocity of performance.

We could recite the full specifications. But if you are the kind of driver who is meant for a Corvette, you'll want to find out firsthand—and that, sir, would be our pleasure! . . . *Chevrolet Division of General Motors, Detroit 2, Michigan.*

SPECIFICATIONS: 283-cubic-inch V8 engine with single four-barrel carburetor, 220 h.p. (four other engines range to 283 h.p. with fuel injection). Close-ratio three-speed manual transmission standard, with special Powerglide automatic drive* available on all but maximum-performance engines. Choice of removable hard top or power-operated fabric top, Power-Lift windows.* Instruments include 6000 r.p.m. tachometer, oil pressure gauge and ammeter. *Optional at extra cost.*

CORVETTE

by Chevrolet

The Plymouth Cranbrook Sedan and the Plymouth Savoy,
shown at the Greenbrier, White Sulphur Springs, W. Va.
The architecture of an automobile can kindle a light in its owner's eyes and warm
the pride of possession. As, indeed, the balanced new beauty of the Plymouth does
And beneath this beauty, unseen, is the integrity of the engineering that created it . . .
a low-priced car, built so well, to look so well, to serve so long and well.
PLYMOUTH

Plymouth

ENJOY GREAT TV ENTERTAINMENT FROM PLYMOUTH! The laugh and love hit of the year, "DATE WITH THE ANGELS," with Betty White, and Lawrence Welk's "TOP TUNES AND NEW TALENT."

His love of sports cars . . .

Her love of beauty and comfort . . .

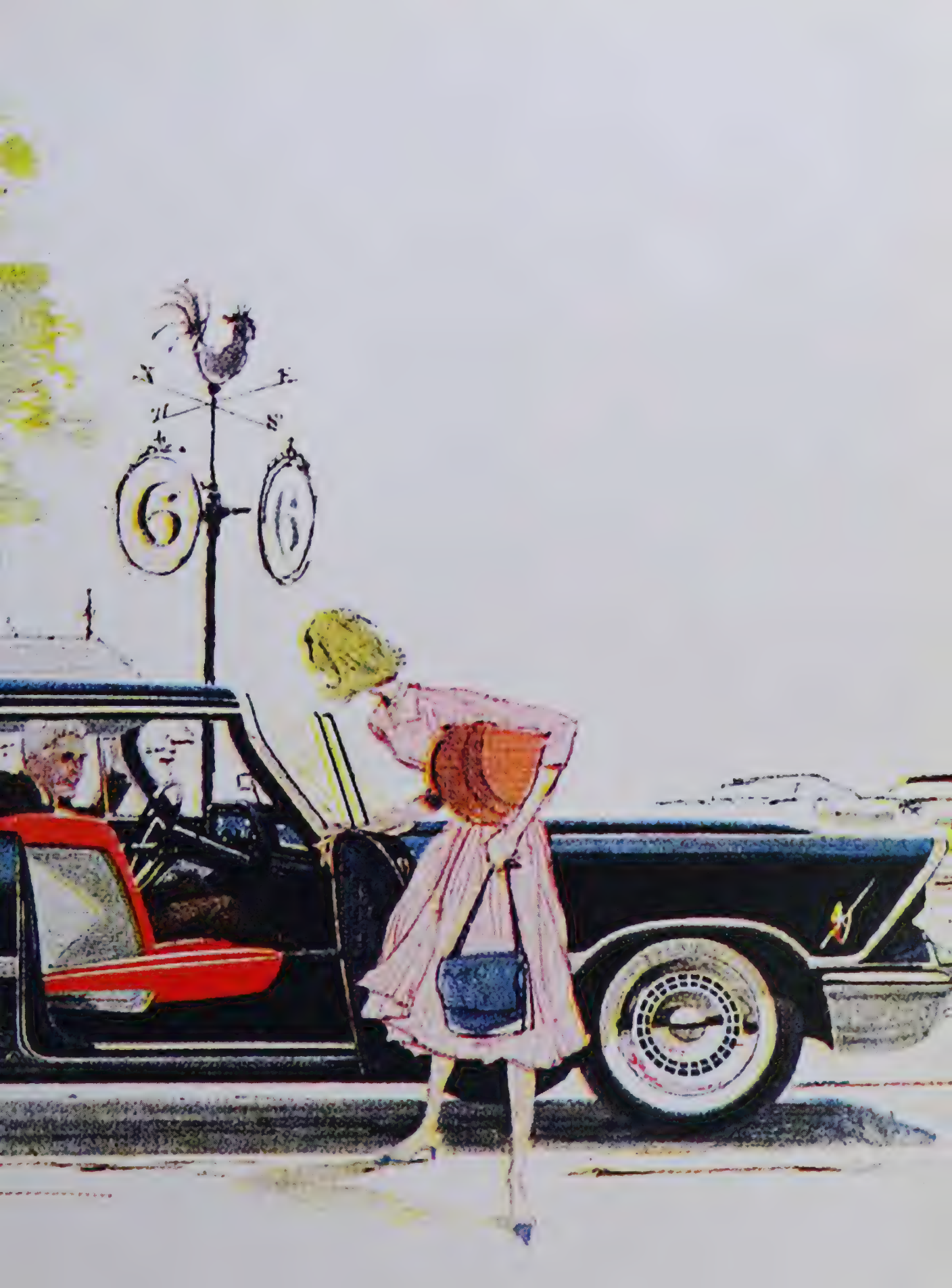
are "married" in the years ahead **Plymouth**

3 full years ahead of the "other two" with revolutionary new Torsion-Aire Ride . . . choice of five great power plants including the terrific new FURY V-800 engine . . . new sports car handling . . . Flight-Sweep Styling, the new shape of motion. *At your Plymouth dealer's!*

Plymouth

▶ *Dodge, 1959*

TOWN and COUNTRY



The new Mercedes-Benz 220SE Coupe . . . and why aren't you in the picture?

This Mercedes-Benz Invites You to Europe as its Guest

More than 60 000 owners of Mercedes-Benz motorcars in this country can tell you about substantial savings in fuel, in routine maintenance, in repairs They will happily confide that, instead of trading in every two or three years, they prefer to keep on enjoying their Mercedes Benz and keep their money in the bank

But you can enjoy still another advantage in Mercedes-Benz Arrange with your dealer to take delivery in Europe . . . the dollar savings can pay for a glorious vacation.

We suggest you visit him, and ask for the figures And while you are there, take a drive behind the three-pointed silver star!

Mercedes-Benz Sales, Inc.
(A Subsidiary of Studebaker Corporation)
South Bend, Indiana

Mercedes

▶ *Cadillac Eldorado* ▶▶ *Sky Chief, 1954*

This is the Eldorado—a new adventure in automotive design and engineering—with brilliant and dramatic styling . . . hand-crafted, imported leather interiors . . . "disappearing" top . . . and a sensational 270-h.p. engine. In all that it is, and does, and represents . . . it is the finest fruit of Cadillac's never-ending crusade to build greater quality into the American motor car.

Now in limited production • Price on request

Eldorado

BY CADILLAC

Sky Chief
TEXACO
GASOLINE

Patti Page, star of "The New Olds Show," and "Sparky," AC's famous horse who plugs better performance on "Zorro," sing about AC Hot Tip Spark Plugs — the original equipment plugs that give your car "like new" smoothness and pep. See both shows on ABC-TV every week.

WHEN YOU REPLACE SPARK PLUGS...★

ASK FOR AC...USED ON MORE

NEW CARS THAN ANY OTHER BRAND!

*To maintain top performance, we recommend Spark Plug replacement at least every 10,000 miles.

AC

HOT TIP
SPARK PLUGS

AC SPARK PLUG ✿ THE ELECTRONICS DIVISION OF GENERAL MOTORS

AC Spark Plugs, 1958

Wonderful Start!

Lesson number one: a new set of ACs can save three times their cost in gasoline!

First solo! It's a great day for any driver . . . and it's a great day, too, when a new set of AC Hot Tip Spark Plugs goes under the hood of your car.

Here's why: the long, thin, recessed "Hot Tip" insulator heats faster to burn away carbon, oil and combustion deposits as fast as they form. This assures efficient fuel combustion.

This exclusive AC anti-fouling action can save as much as one gallon of gasoline out of every ten you buy. In an average year's driving this kind of gas saving will pay for a new set of ACs three times over.

AC Hot Tip Spark Plugs are standard factory equipment on more new cars than any other make. Let your AC dealer install a new set in your car every 10,000 miles.

AC THE ELECTRONICS DIVISION OF GENERAL MOTORS

Watch Walt Disney Studios' ZORRO every week on ABC-TV

ACTION starts with

AC

HOT TIP

SPARK PLUGS

GM

FORWARD FROM FIFTY

AC Spark Plugs, 1957

Now, to protect your engine against winter...to keep it clean and easy to start...drive into that clean, friendly Gulf Station for Gulfpride, *the clean-working oil.*

Gulfpride *The World's Finest Motor Oil*

Super-refined by Gulf's exclusive Alchlor Process. Gives you the most complete engine protection you can buy.

Gulf Oil, 1957

NEW! **A special-grade oil that helps you 3 ways in winter!**

1. FASTER STARTS: Makes your engine *easier* to start—even at temperatures well below zero! Saves tempers, saves batteries! (Fact: special-grade Gulfpride H.D. Light actually flows at 35° below zero!)

2. ALL-WEATHER PROTECTION: Gulfpride H.D. Light has the tough protective film that means *constant* protection from cold start to full engine heat. Safeguards your engine on long trips and on winter's warmest days.

3. KEEPS ENGINES CLEAN: Protects against sludge deposits, corrosion, rust and wear—problems that are at their worst in cold weather.

The World's Finest Motor Oil

Gulf Oil Corporation • Gulf Refining Company

Ask for new **Gulfpride H.D. Light** *for winter!*

Gulf Oil

Quaker State Motor Oil, 1953

for the look of luxury . . . the feel of luxury . . . luxury itself

Genuine UPHOLSTERY *Leather*

for your car
. . . your office
. . . your home
genuine leather gives pride of possession

No other material for the upholstery of your car . . . your furniture . . . can match the luxury of Genuine Leather. The luxury of color—fashion right and in exciting variety. The luxury of texture—so pleasing to the touch, so comfortable. The luxury of long wear—for with normal use and simple care leather actually improves in appearance. The luxury of the *genuine*—a source of pride in its possession and evidence of your sound sense of value.

When you buy your next car . . . furniture for home or office . . . be sure the upholstery is Genuine Leather and enjoy the luxury that leather alone affords.

● *Many cars are now available with leather trim; standard in convertibles, optional in closed cars. Write to us for the names of the manufacturers.*

THE UPHOLSTERY LEATHER GROUP • TANNERS' COUNCIL OF AMERICA • 141 EAST 44TH ST., NEW YORK 17, N. Y.

The Upholstery Leather Group, 1952 ▶ *Kelly Tires, 1953* ▶▶ *Mobilgas, 1950*

TOURIST FAVORITES: HISTORIC MOUNT VERNON DEPENDABLE KELLY T

Wherever you go...GO WORRY-FREE ON KELLYS

The miles seem far shorter, the roads far smoother, when you go *worry-free* on safe, dependable Kelly Tires! For famous Kelly "know-how" really pays off!

GREATER SAFETY! Kellys are sure-footed, quick-stopping — quality-built throughout to stay safer longer!

GREATER MILEAGE! Kelly's tougher, slower-wearing Armorubber tread is good for extra thousands of safe miles!

GREATER ECONOMY! The "bonus" mileage built into longer-wearing Kelly Tires means far lower long-run cost!

Don't wait for tire troubles! See your friendly Kelly Dealer today—get *full* credit for *all* unused mileage on a trade-in for *worry-free* Kellys! It's the best tire deal in town!

KELLY Springfield TIRES

-SPRINGFIELD TIRE COMPANY, CUMBERLAND, MARYLAND

Proved and Improved for 59 years

Mobilgas
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Mobiloil

obilubrica

ALL TANGLED UP IN GASOLINE CLAIMS?

HERE'S A TIP...

No other gasoline has yet equalled this power and mileage record—

22.3 MILES PER GALLON AVERAGE

IN THE 1953 Mobilgas Economy Run 25 new U.S. stock cars, using Mobilgas or Mobilgas Special, averaged an amazing 22.3 miles per gallon over a punishing 1206-mile route.

Proof!...it takes perfect balance of high volatility, high power and high mileage ingredients to deliver top economy and performance! Fill up at your Mobilgas dealer today!

Mobilgas

SOCONY-VACUUM

GET HIGH QUALITY ECONOMY GASOLINE

Mobilgas, 1953

Hatful of Pep!

AND in your car famous Fire-Chief is a tankful of pep. Ready to give you quick starts . . . fast warm-ups . . . smooth getaways. Fire-Chief is *regular priced,* too. So step up your driving pleasure. Fill up at your Texaco Dealer *. . . the best friend your car ever had.*

TEXACO
REG. T.M.

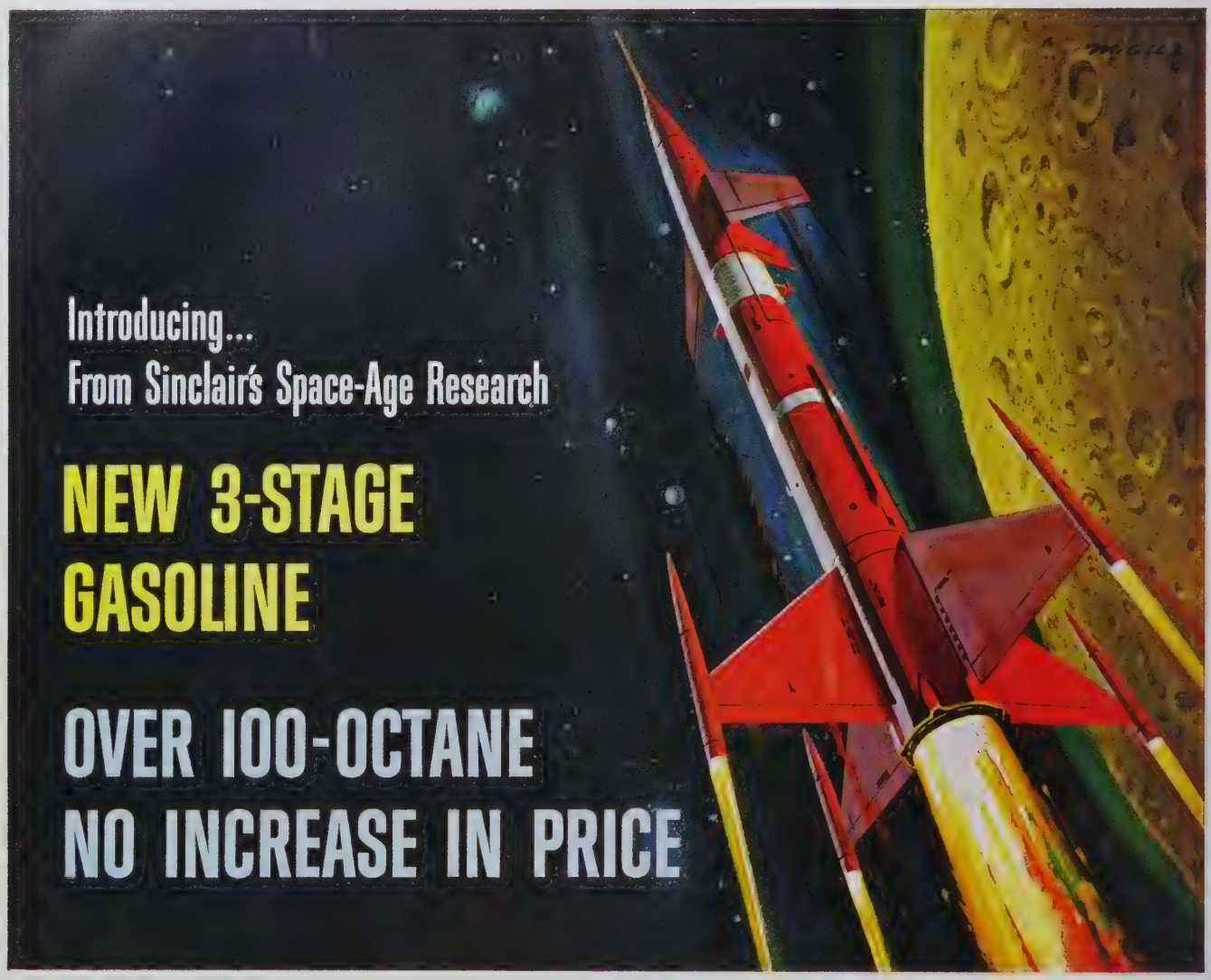
THE TEXAS COMPANY

TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and Latin America

TUNE IN: On television—the TEXACO STAR THEATER starring MILTON BERLE—every Tuesday night. On radio—Metropolitan Opera Broadcasts—every Saturday afternoon. See newspaper for time and station.

Texaco, 1951



New Sinclair Power-X Gives You 100-Octane Performance in All 3 Driving Stages

1 **STARTING** Power-primed with rocket fuel, new Power-X Gasoline is over 100-octane! You start quick as a click in any weather . . . and your engine warms up smooth and sweet. No stalling, no skipping.

2 **ACCELERATION** 12,000 pounds thrust at the touch of your toe! No need for fancy super-priced gasolines. With new Power-X, you get lightning getaway . . . reserve power for smoother, safer driving.

3 **MILEAGE** Those extra octanes mean extra economy, too . . . more miles in every thrifty gallon. And there's no increase in price! Watch for the new Power-X at your neighborhood Sinclair Dealer's Station.

NO PRICE INCREASE

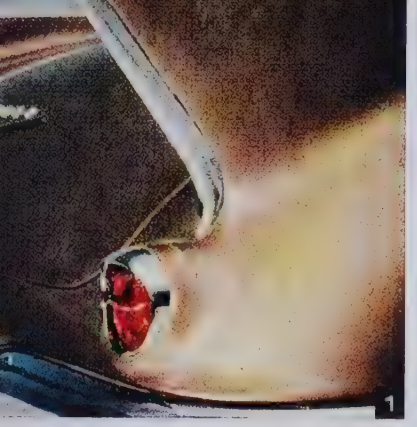
SINCLAIR

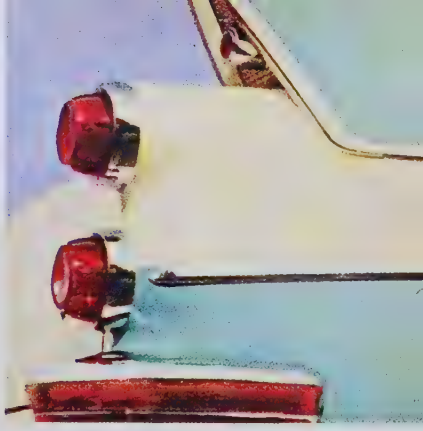
WATCH FOR THE ARRIVAL OF NEW POWER-X GASOLINE IN YOUR COMMUNITY

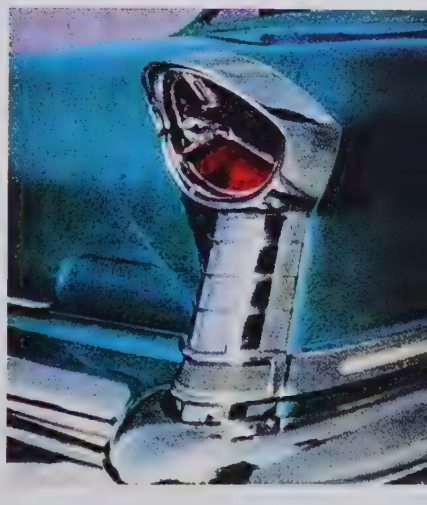
Sinclair Refining Company, 600 Fifth Avenue, New York 20, N. Y.

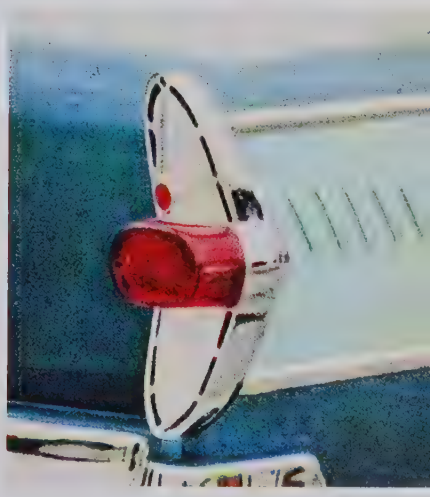
Sinclair, 1959

▶ *Diamond Chemicals* ▶▶ *Conoco, 1950*









Diamond's Guide to Car Watching

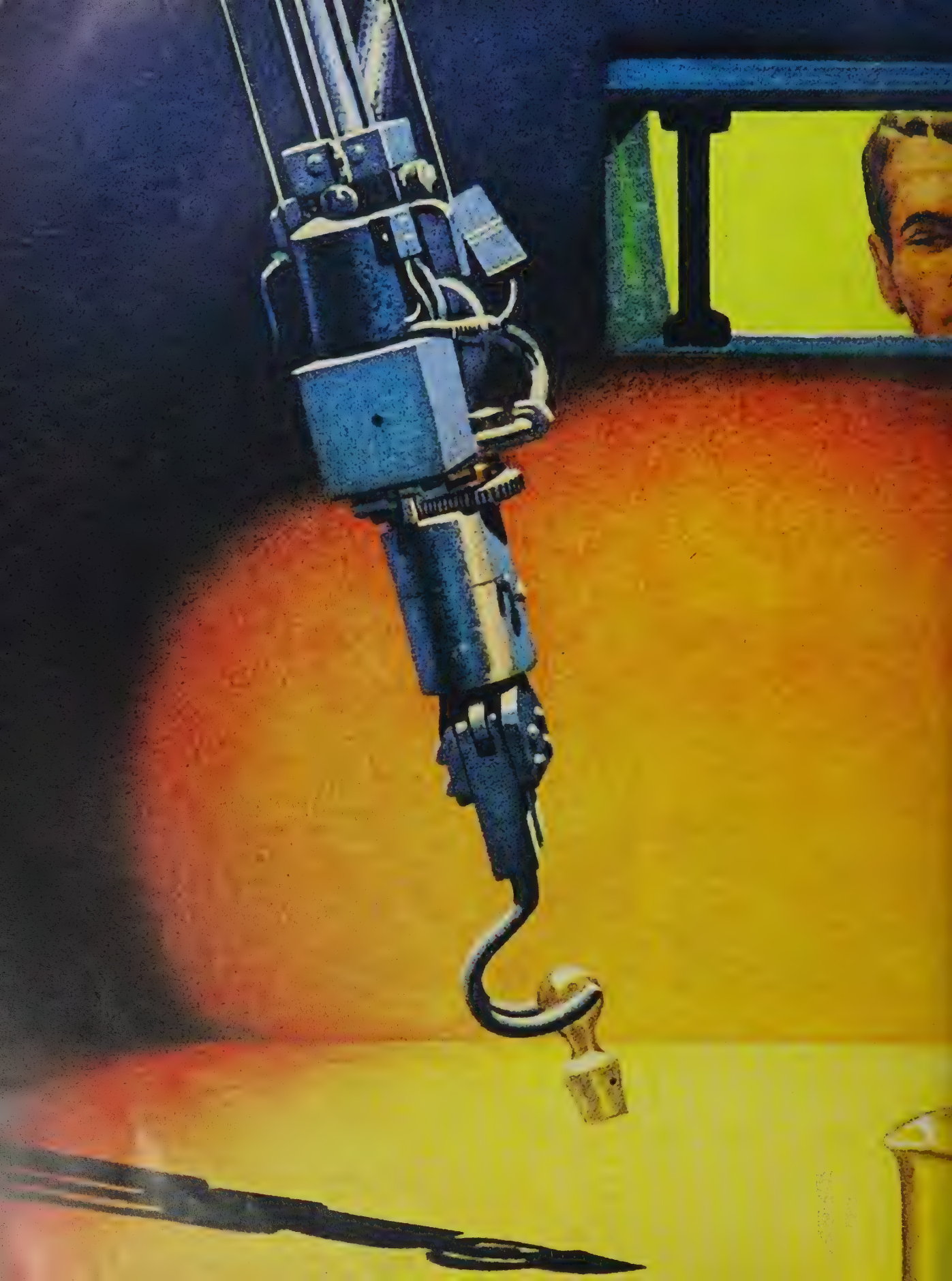
(can you identify them?)*

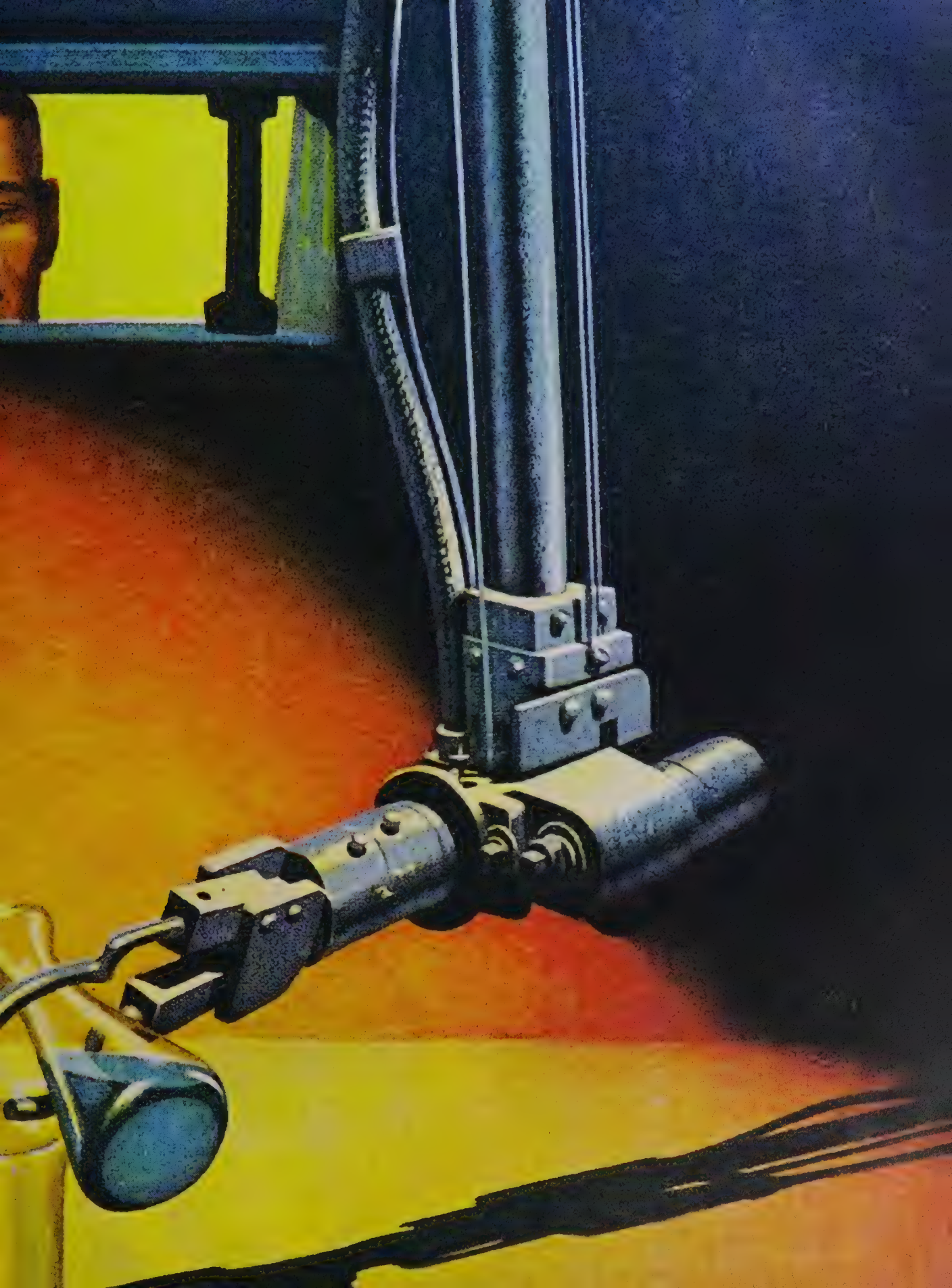
Here are the southern exposures of nine northbound 57's. Dramatically different as these new cars are, they have one thing in common. On each is some chrome plating that started with DIAMOND Chromic Acid. DIAMOND ALKALI is one of the world's largest producers of chromium chemicals, and DIAMOND research has recently developed a new additive for chrome platers which reduces plating time and cost, gives a harder, brighter finish.

Progress like this helps explain why DIAMOND'S "Chemicals you live by" are preferred by so many industries, found in so many places.
DIAMOND ALKALI COMPANY, Cleveland 14, Ohio.

DIAMOND ALKALI CHEMICALS

Diamond Chemicals





Your engine makes this much Acid every day

...And it's Acid Action—not friction—that causes 90% of engine wear

New Alkaline Shell X-100 Motor Oil counteracts Acid Action

If you are a typical motorist, in a normal day's driving:—a pint or more of acid is formed and passes through your car's engine, and it's acid action, not friction, that causes 90% of your engine wear. To neutralize the harmful effect of this acid, Shell Research has produced an alkaline motor oil—Shell X-100. Fortified with alkaline "X" safety factors, it neutralizes the acid action, prolonging the life of your engine.

The new Shell X-100 is a Premium Motor Oil. It is a Heavy Duty Motor Oil. In addition, it contains positive cleansing factors that help protect hydraulic valve lifters and other vital parts from fouling deposits.

Shell X-100 is the finest motor oil money can buy. Let your Shell dealer give your engine the protection of this new alkaline Shell X-100 Motor Oil today.

It's Incomparable!

Shell Motor Oil, 1951 ◀ *Shell Motor Oil, 1952*

Havoline Motor Oil, 1950

Havoline Motor Oil, 1956

Olin Aluminum

J-Wax, 1956

Your engine makes this much acid every day

... And it's Acid Action —not friction that causes 90% of engine wear!

ARTZYBASHEFF

NEW *alkaline* Shell X-100 Motor Oil neutralizes Acid Action

It's not *friction* but *acid action* that causes 90% of engine wear! To neutralize the harmful effect of the pint or more of acid formed in average daily driving, Shell Research has produced an *alkaline* motor oil—Shell X-100. Fortified with alkaline "X" safety factors, it neutralizes the acid action, prolonging the life of your engine.

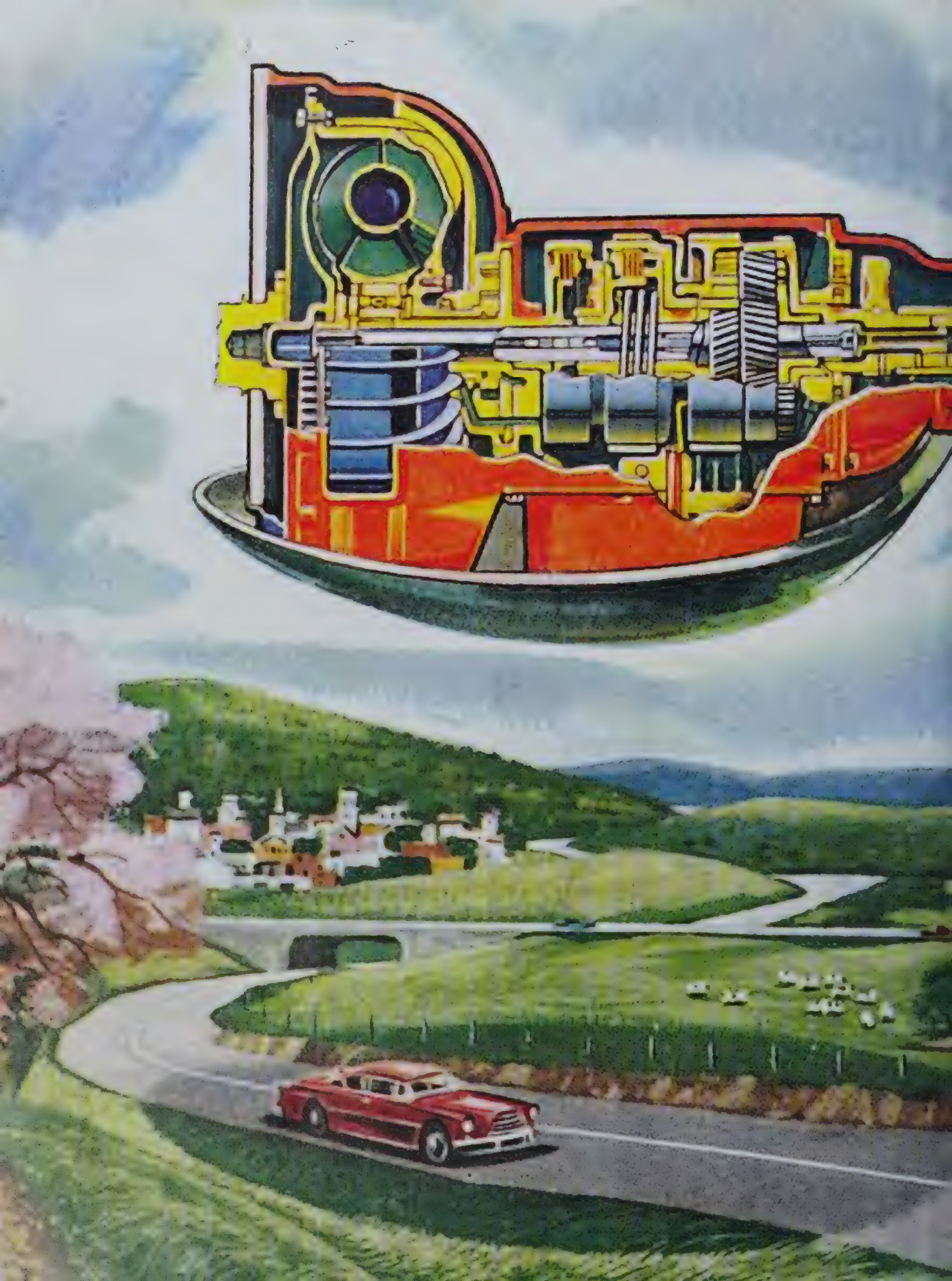
The new Shell X-100 is a Premium Motor Oil. It is a Heavy Duty Motor Oil. In addition, it possesses cleansing factors which help prevent deposits that would foul your engine.

Shell X-100 is the finest motor oil money can buy. Let your Shell dealer give your engine the protection of this new alkaline Shell X-100 Motor Oil today.

It's Incomparable!

Shell Motor Oil, 1952

▶ *Borg-Warner, 1955*



And the winner is...

Because It Always Says A Lot About You

They'll know you've arrived all right. Arrived in one of the worst-received cars of the twentieth century. The Edsel, one of Ford's most unpopular vehicles, was a giant dud with consumers who abandoned the car wholesale. Marketed for the young executive, it ended up being the butt of jokesters who said it looked like an Oldsmobile sucking a lemon.

Sag mir, was du fährst, und ich sage dir, wer du bist

Sie werden wissen, dass du gut angekommen bist. In einem der unbeliebtesten Autos des zwanzigsten Jahrhunderts. Der Edsel, eines von Fords unpopulärsten Fahrzeugen, war ein gigantischer Flop; die Verbraucher verschmähten ihn vollständig. Eigentlich für junge Führungskräfte auf den Markt gebracht, wurde er rasch zum Gespött von Witzbolden, die sagten, er sehe aus wie ein zitronenlutschendes Oldsmobile.

Puisqu'elles en disent tant sur vous

Ils sauront que vous êtes bien arrivés. Et dans une des voitures les plus mal reçues du siècle. La Edsel, une des productions les moins populaires de Ford, une nullité totale massivement désertée par les consommateurs. Destinée aux jeunes cadres, elle devient la cible des plaisantins qui la comparent à une Oldsmobile suçant un citron.

They'll know you've *arrived*

when you drive up in an Edsel

Step into an Edsel and you'll learn where the excitement is this year.

Other drivers spot that classic vertical grille a block away—and never fail to take a long look at this year's most exciting car.

On the open road, your Edsel is watched eagerly for its already-famous performance.

And parked in front of your home, your Edsel always gets even more attention—because it always says a lot about you. It says you chose elegant styling, luxurious comfort and such exclusive features as Edsel's famous Teletouch Drive—only shift that puts the buttons where they belong, on the steering-wheel hub.

Your Edsel also means you made a wonderful buy. For of all medium-priced cars, this one really new car is actually priced the lowest.* See your Edsel Dealer this week.

**Based on comparison of suggested retail delivered prices of the Edsel Ranger and similarly equipped cars in the medium-price field.*

Above: Edsel Citation 2-door Hardtop. Engine: the E-475, with 10.5 to one compression ratio, 345 hp, 475 ft.-lb. torque. Transmission: Automatic with Teletouch Drive. Suspension: Ball-joint with optional air suspension. Brakes: self-adjusting.

EDSEL DIVISION · FORD MOTOR COMPANY

1958 EDSEL

Of all medium-priced cars, the one that's really new is the lowest-priced, too!

Edsel, 1958

Top Value
STAMPS
REDEMPTION
STORE
Top Value Stamps
REDEMPTION STORE
TOPPIE

THE
King James Version
MAKES THE HOME COMPLETE

"Your Majesty, we present you with this Book, the most valuable thing this world affords."

With these words the King James Bible was bestowed upon Elizabeth II at her coronation. The copy was specially printed and bound for the occasion by Oxford.

Oxford University Press

"So lifelike you feel you're right there with 3 dimension pictures!"

New sensational Revere 3 Dimension Camera enables you to take amazingly lifelike pictures as easy as pie! Just press the button as you do with any ordinary camera. What you see, you catch in startling three dimensions. Everything has shape, form, life! Full color scenes seem to spring to life with breath-taking 3-dimensional realism. So truly lifelike, viewers exclaim it's like being right there!

See the two lenses? They're perfectly matched and act like your eyes. Simply press the button and they take two separate views of each scene. When viewed they blend into a dimensional, lifesparkling, true Color 3-D scene. Point regular 35mm roll, 36 frame special source film.

Even beginners get fine results from their first roll, as simple as Revere to operate! Guess-work is eliminated. Even focusing for distance is automatic, with the built-in range finder. Top, camera are now mounted by your film processor and are returned to you ready to show!

Every picture a thrill! Sheer enjoyment when you view scenes through the new Revere Viewer. Advance design brings out the best in every shot. Ask your dealer to show you the new Revere Stereo Camera and Viewer.
REVERE CAMERA COMPANY, CHICAGO 16, ILLINOIS

For a new adventure in photography...

Revere 33
STEREO CAMERA

CAMERA 3 matched lenses. Uses 35 mm. film. Revere Viewer, stereo lenses, with "Sun" & "Bulb" shutter, focusing, finder, film counter, automatic film stop, tripod socket, carrying case, instruction book. Complete with accessories, all for one price, including federal tax $74.50

VIEWER—Use alone, you may view stereo and stereoscopic slides. Lightweight, compact. Revere design, compact $19.50

In moment of happiness Revere adds to your pleasure

Top Value Stamps, 1956 ◀ *Revere Stereo Camera, 1952*

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CAPTAIN OF THE QUEENS. True adventure of Harry Gurnings, who rose from being the most knocked about apprentice on a sailing ship to become master of the *Queen Elizabeth*. Publisher's price . . . $4.50

THE LAST HURRAH. Close-up of a colorful, rowdy politician, a charmer to some of his unforgettable shenanigans, and the same story of his last campaign. By Edwin O'Connor. Publisher's price . . . $4.00

IN MY FATHER'S HOUSE. Grace Metz Fletcher recalls her youth on a parsonage, full of both faith and humor. Publisher's price . . . $3.50

Total Original Price . . . $19.70

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L2-10

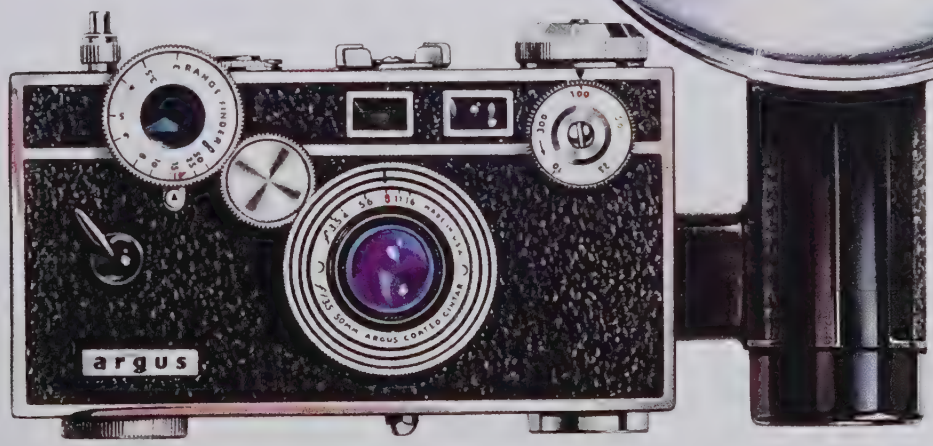
Reader's Digest, 1956 ▶ *Argus, 1956*

Here's proof that luxuries needn't be expensive !

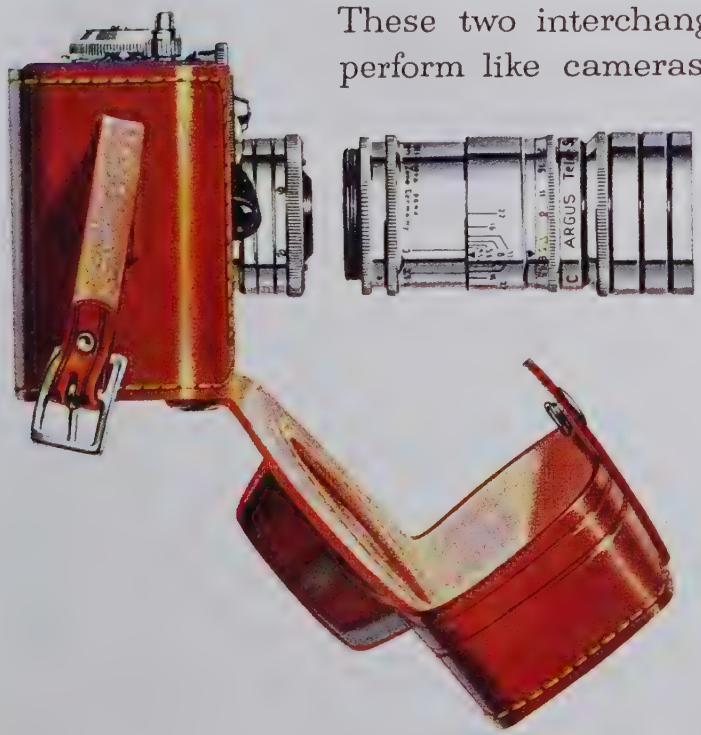
Argus C-3—*only* **$66.50** *complete with case and flash*

No other 35mm camera in all the world offers you so many luxury features for the money! The Argus C-3 has a color-corrected f:3.5 Cintar lens; gear-controlled shutter with speeds up to 1/300 second; easy-to-use Color-matic settings; lens-coupled rangefinder; built-in flash synchronization—the flashgun plugs right into the camera. And the C-3 is the only American-made camera that offers you a selection of interchangeable lenses that make it versatile as cameras costing hundreds of dollars more!

See the amazing Argus C-3 at your dealer's today.



These two interchangeable lenses make the C-3 perform like cameras costing hundreds of dollars more !



Argus C-3 Telephoto Lens. It cuts distances in half—lets you take candid closeups from twice as far away as with a regular lens. This 100mm f:4.5 lens automatically couples to the rangefinder. The smooth, helical action makes focusing just as easy as with the regular lens. Only $49.50. (Leather case extra.)

Argus C-3 Wide-Angle Lens: This lens gives you a broader, taller field of view—87% more picture area than with the standard lens. This 35mm f:4.5 lens easily interchanges with the Cintar lens and is coupled to the rangefinder for sure, easy focusing. Only $49.50. (Leather case extra.)

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Prices include Federal Excise Tax where applicable and are subject to change without notice.

BAUSCH & LOMB BALOMATIC

Always stays in focus . . . runs by itself !

Now Bausch & Lomb gives you *High Picture Fidelity*. Now you can project color slides with all the detail of the scenes you originally captured on film. The magic moments of your memories spring to life with full brilliance, astounding clarity and faithful color, just as high fidelity sound faithfully reproduces the beauty of great music. In addition, your slides *always stay in focus*, slide after slide after slide. No annoying slide "pop" . . . no fuzzy images. You have *true* automatic operation because you never have to get up to re-focus! Balomatic runs through your slide collection *all by itself*. You watch big, life-sized pictures, *not* the projector! Serve your guests refreshments . . . your slide show goes right along without you. Best relaxation a slide showman ever had!

The Balomatic—developed by world famous Bausch & Lomb optical scientists, creators of CinemaScope lenses and the finest optical instruments—*operates* just as beautifully as it *looks*. You project with 500-watt illumination; all controls grouped together on illuminated panel; 100% automatic with 4-to-60 second timing; finger-tip automatic and optional remote control; precise B & L Balcoted 5" lens; non-spill slide trays that store and protect 40 slides—35 mm, 828 and Super Slides in any kind of 2x2 mount.

Choose from three Balomatic models. Prices start at $84.50 . . . available at low monthly terms. Your dealer is featuring *High Picture Fidelity* Balomatics today . . . visit him and see for yourself. Bausch & Lomb Optical Co., Rochester 2, New York.

BAUSCH & LOMB BALOMATIC

Basch & Lomb Balomatic, 1958

▶ *Keystone, 1956*

how much should you pay for a fine 16mm movie camera?

photographed in Bermuda

Keystone K-51
16mm Magazine Movie Camera
with f2.5 coated lens
$139.50

Keystone K-56
16mm Magazine Turret
Movie Camera with ultra-fast
f1.9 coated lens
$189.50
(Telephoto lens optional at extra cos

Keystone A-15
16mm Rollfilm Turret
Movie Camera with
ultra-fast f1.5 coated lens
$199.50
(Telephoto lens optional at extra cos

Just the price of a Keystone . . . and no more. For no other camera at any price give you finer results or better value. With Keystone, you get the clear, sharp detail and picture brilliance you have a right to expect . . . the precision engineering and simplicity f operation you have a right to demand. For versatility, ease and high-level performance, look to Keystone 16mm movie cameras. Preferred by people who can afford to pay more . . . but who know they don't have to.

Keystone

REGISTERED IN YOUR NAME WITH A LIFETIME GUARANTEE

stone K-161M Magna-Scope Projector
fills 60" screen from a distance of 20 feet. "Long-Throw"
for extra large rooms is optional. $169.50

Best pictures you ever took

...ALL FINISHED IN 60 SECONDS

● Her first corsage! Moments like this only come once — and only with a Polaroid Land Camera can you be *sure* of capturing them forever. Your pictures are developed in one minute — right inside the camera. If a shot isn't just what you want, you can snap it again right away . . . before the chance for a once-in-a-lifetime picture is lost forever.

Here's picture-taking as it should have been all along! You show your pictures to family and friends on the spot — while everyone's there to share in the fun. You enjoy the satisfaction of watching your skill improve picture by picture . . . minute by minute. You'll get the best pictures you've ever taken, and get them right away, when they mean the most.

You and your friends will want plenty of copies and enlargements of the pictures you take — and with a Polaroid Camera that's easy! Extra prints are made directly from your picture. No need to hunt up old negatives.

If you've never seen this camera in action you've got an exciting 60 seconds coming to you. Drop in at your photo dealer today — he'll be glad to give you a demonstration.

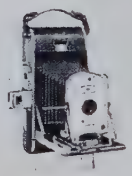
Your Polaroid pictures are guaranteed If you're ever dissatisfied with the results from any roll, just send the pictures to Polaroid and you'll get a new roll free. Polaroid Corporation, Cambridge 39, Mass.

60 seconds after you snap the shutter, lift out a beautiful finished print like this.

Polaroid Pathfinder Model 110

Why wait days when a minute does it?

POLAROID® *Land* CAMERAS



Polaroid Model 95

Polaroid Land Cameras, 1953

No more *guessing about light!*

No more *figuring correct distance!*

Amazing new movie camera takes perfect pictures automatically!

The modern magic of electronics takes over! With Revere ELECTRIC EYE-MATIC you simply aim, shoot . . . and get perfect color movies without a thought to exposure.

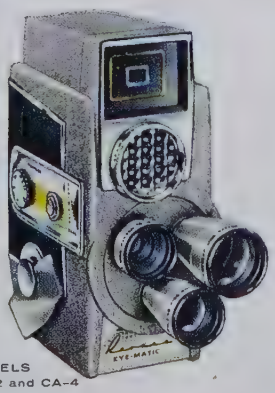
Whatever the light condition, the Exposure Computor Lens electronically adjusts the iris opening, like the reflex action in the pupil of your eye. All done by energy of light, without aid of batteries. What's more, a setting scale, viewed right through the viewfinder, electronically computes and indicates the "f" exposure being used. You actually see it swing back and forth as you shoot under varying light conditions, outdoors or indoors. It even signals when there is insufficient light.

Added flexibility! In addition to its fully automatic operation you can also add your own personal touches to movie-making. The exclusive Semi-Auto Dial permits you to take special effects, professional fades and unusual dramatic scenes. No other camera is so versatile and automatic! See the Revere ELECTRIC EYE-MATIC Cameras at your authorized Revere dealer now! REVERE CAMERA COMPANY, CHICAGO 16, ILLINOIS.

Always ready for instant use ...just aim and shoot!

Capture the action the moment it happens. Sweep from sunlight to shade without re-setting! Lens adjusts instantly and automatically. No over-exposure or under-exposure because of extraneous light. Each of the many rectangular ultra sensitive cells of the Exposure Computor Lens measures the light only in the area seen by the camera. Too, it is placed above the natural grip so it cannot be accidentally blocked by the fingers.

MODELS
CA-1 and CA-3



MODELS
CA-2 and CA-4

Revere
ELECTRIC EYE-MATIC
f/1.8 8MM MOVIE CAMERAS

Your choice of four different models

CA-1 ELECTRIC EYE-MATIC 8MM SPOOL CAMERA
Easy drop-in film spool loading; fast f/1.8 Wollensak Wocoted lens; continuous run and single frame; large picture window view-finder; powerful long run motor and many other sensational features. F.E.T. inc., **$139.50**

CA-2 ELECTRIC EYE-MATIC 8MM SPOOL TURRET CAMERA
All the features of above plus fast f/1.8 3-lens turret system for taking normal, wide angle and telephoto shots. F.E.T. inc., **$169.50**

CA-3 ELECTRIC EYE-MATIC 8MM MAGAZINE CAMERA
Same as Model CA-1 with convenience of quick magazine loading. Includes "Mechanical Heart-Beat" to signal proper film advance. F.E.T. inc., **$169.50**

CA-4 ELECTRIC EYE-MATIC 8MM MAGAZINE TURRET CAMERA
The ultimate in 8mm automatic movie cameras. Combines convenience of magazine load with fast f/1.8 3-lens Turret System for normal, wide angle and telephoto shots. All features of above models. F.E.T. inc., **$199.50**

Polaroid Land Cameras, 1953

Kodak, 1956

S & H Green Stamps, 1956

"Even I was amazed!" says Susan Smart

YOU CHOOSE FROM MORE THAN 1000 SMART STOCKING GIFTS

AT Woolworth's TOILETRIES COUNTERS

What is as enchanting as a gift of beauty? And where, but at Woolworth's would you find so complete, so wondrous an array of cosmetics and toiletries! Within just a few feet (what a blessing at Christmas-shopping time!), you'll find beauty aids to leave a woman dazzling from top to toe . . . toiletries to warm a manly heart. You'll choose from a who's-who assortment of the most wanted brands. Best of all, you can examine *all* the brands . . . take your own sweet time to compare and select. Should you want advice, ask the friendly Woolworth salesgirl. She's *always* happy to help!

A stocking-full of glamour is such fun!

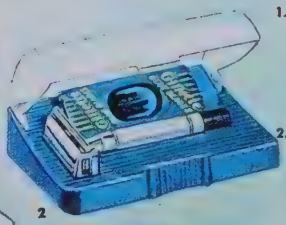
And I have such fun choosing these gifts at Woolworth's. There are whole counters of toiletries that cost little, make a big impression. Colorful cosmetic gifts galore . . . so easy to choose from the compact array of fine brands and new-fashion shades. For a man's stocking . . . grooming aids by the score. In just a few steps . . . in no time at all, my stocking gift shopping is done at Woolworth's!

Merry, Merry Christmas to All!

Susan Smart
Your Woolworth Shopping Reporter

High on my list—these Eight gift stars from Woolworth's

1



2

3

4

1. BEAUTIFUL HANDS deserve lanolin-rich *Sofskin Cream* . . . a true beauty treatment. Woolworth's has Sofskin for stocking gifts or as a generous gift-by-itself. **10c, 33c, 59c, 98c†**

2. ALWAYS A FAVORITE with Woolworth shoppers, this *Gillette Super-Speed Razor Set* is right for him or her. Razor and Blue Blade dispenser in smart plastic travel case. **$1 set**

3. WOOLWORTH'S GIFT SIZE of *Mennen Skin Bracer* saves money. And its wake-up tingle, he-man aroma make it a favorite after-shave lotion. Gift boxed **59c†** Smaller unboxed size **29c†**

4. A TOP-NOTCH GIFT. . . *Vitalis Hair Tonic*. Used with a 60-second workout, it keeps hair and scalp handsome, healthy. Buy it for him at Woolworth's. **27c, 49c†**

5. FOR DAILY ENJOYMENT, *Lady Esther 4-Purpose Cream*. As a quick daily home facial it benefits skin 4 ways. An ideal Woolworth stocking gift. **29c, 55c, 83c†**

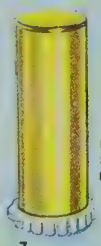
6. DOUBLY WELCOME . . . a *Cutex Make-Up Duet*. Nail Brilliance in miracle Spill-pruf bottle and creamy Stay Fast indelible lipstick. A Woolworth gift buy! **59c set†**

7. FRAGRANT SALUTE to Christmas . . . purse-size *Darcel Stick Cologne* in handsome brass containers. Woolworth's has a joy-inspiring choice of floral scents. **39c†**

8. A SURE HIT . . . the one-step home permanent, *Shadow Wave*. Sure because you've no timing, no rinsing, no neutralizer, no hair-type worries. Woolworth's has kits, **$2.00†**; refills, **$1.25†**

5

6



7

DARCEL STICK COLOGNES

8

F. W. WOOLWORTH CO.

†Prices plus tax.

F.W. Woolworth Co., 1952

View Master Stereo Camera, 1953

Winchester Batteries, 1950

▶ *Motorola, 1956*

MOTOROLA

General Electric, 1952

$25,000.00 IN PRIZES

FUNNY FACE CONTEST

Can you "Tape Up" funnier faces than these?

SEE OPPOSITE PAGE FOR BIG PRIZES

EASY—just clip out eyes, ears, nose, etc. from panel below.
ARRANGE features on outline face on entry blank to make a funny face.
TAPE them down with "Scotch" cellophane tape.
FILL OUT entry blank and mail. It's fun—do it today!

TO INTRODUCE AMAZING NEW FORMULA

SCOTCH BRAND Cellophane Tape

Sticks 6 times tighter!

USE THIS OFFICIAL ENTRY BLANK

ATTACH PLAID TAB FROM ROLL OF "SCOTCH" CELLOPHANE TAPE HERE

FUNNY FACE CONTEST P.O. Box B-1, St. Paul, Minn.

Here's my entry. I have attached the plaid tab from a roll of "Scotch" cellophane tape.

NAME ..... AGE .....
(Please print clearly)

ADDRESS .....

CITY ..... ZONE .... STATE .....

*Our favorite use for cellophane tape is _____
*Not considered in judging.

The term "Scotch" and the plaid design are registered trademarks for the more than 200 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can. ©1953 3M Co.

Scotch Cellophane Tape, 1953

▶ *Norcross Greeting Cards, 1957*

KING-SIZE Valentines open to more than a foot and a half wide. Ask for #100V592. Price, $1.00.

A NORCROSS VALENTINE...

says what's in your *heart* the *way* you *want* to say it. To be sentimental . . . or old-fashioned or serious—or just for fun—say it with Norcross Valentines!

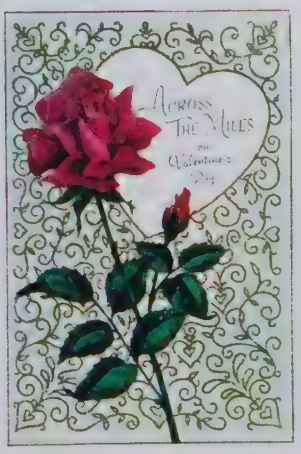
Be sure to see the beautiful selection at your Norcross dealer's, especially the *exclusive* Norcross King-Size and Queen-Size cards, the best of all ways to say "Be My Valentine." Look for these famous cards displayed in their special racks.

No matter which you choose . . . Norcross Valentines always please. No matter who's your "Valentine" you'll find just the *right* greeting at your Norcross dealer's *now*.

NORCROSS VALENTINES

Say the things you want to say

QUEEN-SIZE Valentines, half as large as King-Size (at half the price!). Ask for #50V538 and #50V338. Each 50 cents.



© NORCROSS, INC.

Norcross Valentines say the things you want to say

Whether your wish is sentimental, secret — or just for fun—Norcross Valentines "say the things you want to say."

A colorful collection of new designs—full of Cupid's charm—is waiting for you. Pick your favorites now . . . at better greeting card shops and department stores everywhere.

They'll *know* your heart's in it . . . when you send Norcross Valentines!

NORCROSS
GREETING CARDS
Say the things you want to say

Norcross Greeting Cards, 1958

Scripto Satellite Ball Pen, 1958

Hallmark Christmas Cards now present the paintings of the Right Honourable Winston S. Churchill, O.M., C.H., M.P.

In addition to bringing you the work of the foremost artists of America, Hallmark Cards now offer you reproductions in full color of the paintings of Mr. Churchill, world-renowned statesman and artist

Now, for the first time, you can send Christmas Cards distinguished by the paintings of Winston Churchill, Britain's great statesman, who has become the most famous amateur painter in the world. Carefully selected from over 200 originals, his paintings are reproduced on Hallmark Cards for 1950 in full, rich color.

On occasions when Mr. Churchill has submitted paintings under an assumed name (so as not to influence the judges), his canvases have been selected and honored by the Royal Academy of London. For in each stroke of the brush—each rich flush of color—you will find the same warmth and understanding that has made Winston Churchill's name great among people of good will the whole world over.

So, this year, even more than ever, you will want to visit the fine store where you buy your Hallmark Cards. Browse through the wide selection, the most beautiful, most memorable collection of Christmas Cards you've ever seen. As you do, you can visualize the delight and appreciation of all who will receive your Hallmark greetings.

Here, on easy-to-see displays, you will find Hallmark Christmas Cards distinguished by Mr. Churchill's paintings and name. His "Chartwell in Winter," the charming Churchill country estate after a heavy snowfall . . . his vivid portrayal of the "Fox Hunt" . . . his serene "Mill Pond and Cottage" . . . and others as well.

And you will find, too, the work of such celebrated American artists as Grandma Moses and Norman Rockwell, to name but two. Each card a perfect reflection of your own good taste as you convey the sentiments of the season. Each one with the "Hallmark" on the back that says "you cared enough to send the very best."

Grandma Moses

Norman Rockwell

At Christmas, As Always, Remember

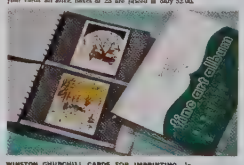
Hallmark Cards

when you care enough to send the very best

In Canada...it's Crown Hallmark Cards

CARDS TO SELECT INDIVIDUALLY. Ask to see the *Hallmark Gallery Artists Collections* . . . Look at these masterpieces and select the card just right for each person on your list. You will find a wide selection featuring the work of Mr. Churchill . . . cards painted especially by Grandma Moses, Norman Rockwell and many other world-famous artists.

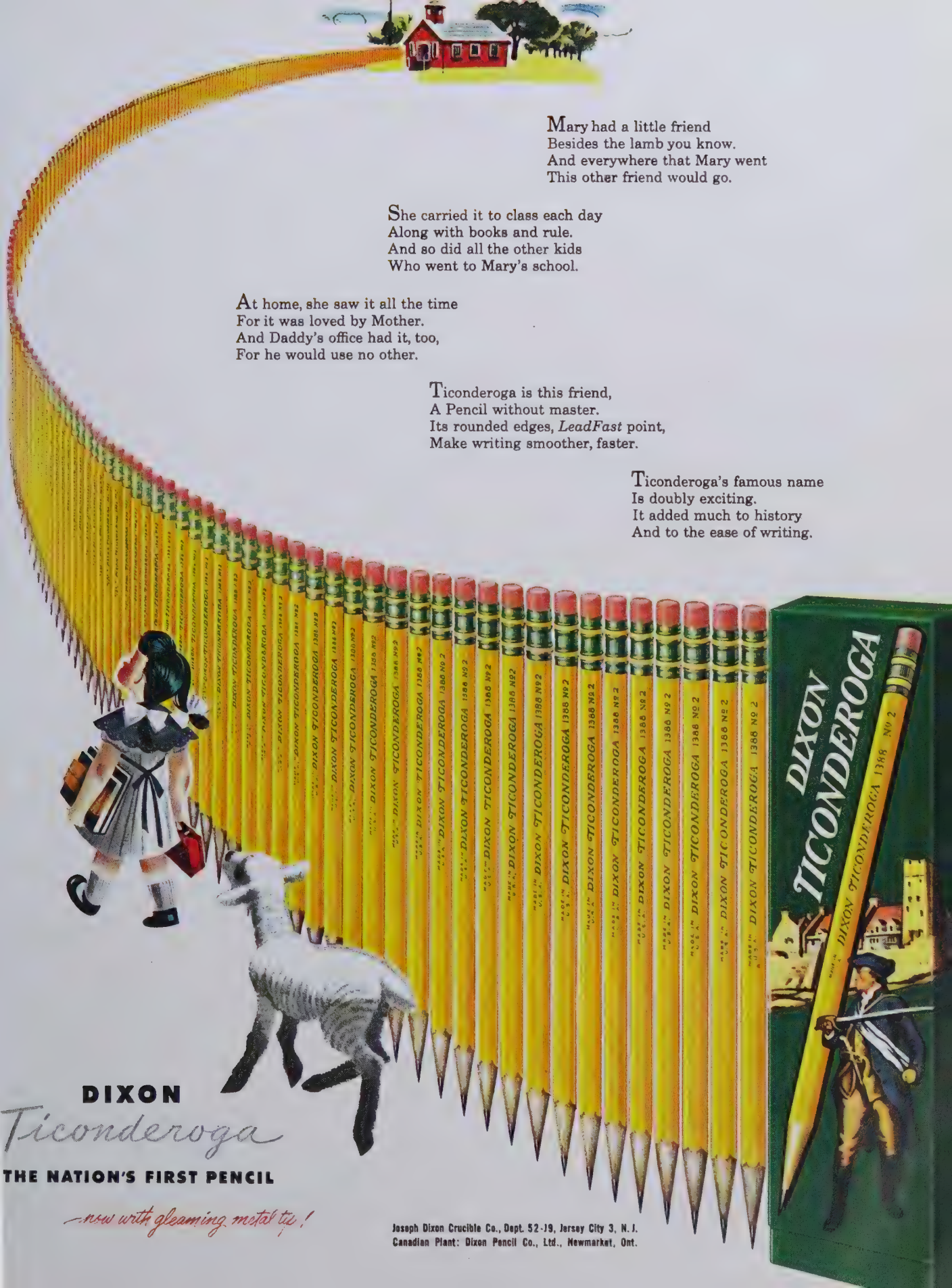
WINSTON CHURCHILL CARDS IN BOXES. Among the wide selection of Hallmark Boxed Collections—a convenient and economical way to buy your cards—you will find two special boxes featuring the distinguished paintings of Winston Churchill. 12 assorted cards are $1.00. Or, if you prefer your cards *all alike*, boxes of 25 are priced at only $2.00.



WINSTON CHURCHILL CARDS FOR IMPRINTING. Included in the famous Hallmark Albums—where you select from hundreds of cards for imprinting with your name—are Mr. Churchill's English country-sides, a haunting ocean, sunny landscapes. For a wide and wonderful selection of truly distinctive Christmas Cards, see these fine Hallmark Albums.

Hallmark Cards, 1950

▶ *Dixon Ticonderoga Pencils, 1950* ▶▶ *Parker 61 Pen, 1957*


Mary had a little friend
Besides the lamb you know.
And everywhere that Mary went
This other friend would go.
She carried it to class each day
Along with books and rule.
And so did all the other kids
Who went to Mary's school.
At home, she saw it all the time
For it was loved by Mother.
And Daddy's office had it, too,
For he would use no other.
Ticonderoga is this friend,
A Pencil without master.
Its rounded edges, LeadFast point,
Make writing smoother, faster.
Ticonderoga's famous name
Is doubly exciting.
It added much to history
And to the ease of writing.
DIXON
TICONDEROGA
DIXON
Ticonderoga
THE NATION'S FIRST PENCIL
—now with gleaming metal tip!
Joseph Dixon Crucible Co., Dept. 52-19, Jersey City 3, N. J.
Canadian Plant: Dixon Pencil Co., Ltd., Newmarket, Ont.

Sheaffer's, 1950

Sheaffer's, 1953

Hamilton Watch Co., 1950

Hamilton Watch Co., 1950

GRUEN

THE NEWEST LOOK IN TIME!

brings you

THE CONTINENTAL

an entirely new concept
in watch design
from stem to strap

from $71.50

...ake room on your wrist for tomorrow! Gruen . . . the Newest Look in Time . . . has swept aside the conventional to bring you the breathtakingly new Continental Collection.

Here, for the first time, are watches that capture the clean, uncluttered look of modern fashion with crisp, unbroken lines . . . with broad, gleaming gold bezels that frame dials of simple magnificence . . . with recessed stems . . . with chamois-soft, gold flecked bands that seem to flow from the watches themselves. And a hundred distinctions more!

Your neighborhood Gruen jeweler will be proud to show you the great new Continental Collection. So, before you buy any watch, be sure to see Gruen . . . the Newest Look in Time!

GRUEN THE PRECISION WATCH? — OFFICIAL WATCH OF TRANS WORLD AIRLINES — THE GRUEN WATCH CO TIME HILL CINCINNATI 6 OHIO IN CANADA, TORONTO ONT.

Gruen Watches, 1955

AVON
Deepclean
MOISTURIZED
cleansing
cream
AVON
skin
freshener
AVON
AVON

New G-E De luxe PINK lamp bulbs flatter complexions and furnishings

General Electric announces a new line of decorative lamp bulbs—De luxe PINK. These exciting new bulbs give radiance to your complexion and warmth to the appearance of your home and furnishings.

G-E has coated these new bulbs with a special pink filter, especially designed to pick up and enhance the warm tones naturally present in skin, fabrics and woods.

Because of this special pink tinting, new color and beauty are added to complexions. Many fabrics look richer, more luxurious. The coloring also brings out the warm, lustrous tones of polished woods, especially darker ones like mahogany, walnut and cherry.

The coating of G-E De luxe PINK bulbs eliminates "hot spots", softens shadows and reduces glare.

The next time you shop, look for G-E De luxe PINK bulbs in their distinctive pink packages. If your favorite store does not have these new bulbs in stock it will have them soon. Large Lamp Department, General Electric Co., Nela Park, Cleveland 12, Ohio.

GENERAL ELECTRIC

Flame-dipped 25 watt G-E De luxe PINK bulbs are ideal for wall fixtures. 25¢ ea.

50 watt GA PINK bulbs for bare-bulb shower type ceiling fixtures. 40¢ ea.

75 and 100 watt 29¢. 150 watt 32¢. 50-100-150 watt 60¢. 100-200-300 watt 80¢.

Package of four 75 or 100 watt bulbs—$1.16. Easy to carry—easy to store.

General Electric, 1955

NEW WESTINGHOUSE BEAUTY TONE PINK BULBS BRING OUT ALL THE HIDDEN BEAUTY!

Now . . . see it happen! See hidden beauty brought to light—as you "decorate with light" with new BEAUTY TONE Pink Bulbs. See radiant colors spring to life. See complexions glow. See woods, fabrics, painted surfaces take on new warmth and richness. New BEAUTY TONE Pink Bulbs—made *only* by Westinghouse—bring out *all* the hidden beauty. These pink-silica inside coating melts shadows, banishes glare, gives you the softest, warmest, most flattering light ever. Today—insist on Westinghouse at your dealer's—treat yourself to a bouseful of genuine BEAUTY TONE Pink Bulbs! "You can be *sure* . . . if it's Westinghouse."

WATCH WESTINGHOUSE
WHERE BIG THINGS ARE HAPPENING FOR YOU!

Westinghouse, 1956

Colgate Chlorophyll Toothpaste DESTROYS BAD BREATH

Originating in the Mouth.

Here is the magic power of chlorophyll

to destroy bad breath originating in the mouth! New Colgate Chlorophyll Toothpaste in *most cases acts quickly* . . . acts *thoroughly* . . . and the purifying action *lasts for hours!* Keeps your mouth sweet and fresh longer! Use it after meals . . . before every date! It has a fresh, minty flavor you'll love!

FIGHTS TOOTH DECAY!

Many dentists blame acids in the mouth for tooth decay. Every time you use Colgate Chlorophyll Toothpaste—especially right after eating—you act against those destructive acids, help retard their formation. That's why regular brushing with new Colgate Chlorophyll Toothpaste is such an effective aid in fighting tooth decay!

CHECKS COMMON GUM DISORDERS!

In recent clinical tests, evidence revealed that chlorophyll promotes the growth of firm, healthy gum tissue. Colgate Chlorophyll Toothpaste brings you the effective benefits of chlorophyll in water-soluble chlorophyllins to help you care for sore, tender gums.

A Chance For Your Children That You Never Had!

Nothing can replace regular check-ups and care by your dentist. But today every child can be started on the road to healthy teeth and gums by using water-soluble Chlorophyll Toothpaste right after every meal. Remember: dental authorities trace much loss of teeth to gum troubles! Chlorophyll can help prevent and check common gum disorders! It actually attacks the acids that often cause tooth decay!

Now! The Full Benefits of a Chlorophyll*Toothpaste in a New, Exclusive Colgate Formula!

New Colgate Makes Chlorophyll Work For You! Nature herself makes chlorophyll and puts it in all green plants to enable them to live and grow. But science must break down this natural chlorophyll into a usable, effective form *(water-soluble chlorophyllins)*—before it can help you against bad breath, tooth decay, common gum disorders.

That's why Colgate's experience and skill in creating an exclusive formula is important to you. In Colgate Chlorophyll Toothpaste you get the benefits of these water-soluble chlorophyllins in a safe, pleasant form!

For real help against bad breath originating in the mouth . . . common gum disorders . . . tooth decay . . . use Colgate Chlorophyll Toothpaste after eating. It's the *finest chlorophyll toothpaste* the world's largest maker of quality dentifrices can produce!

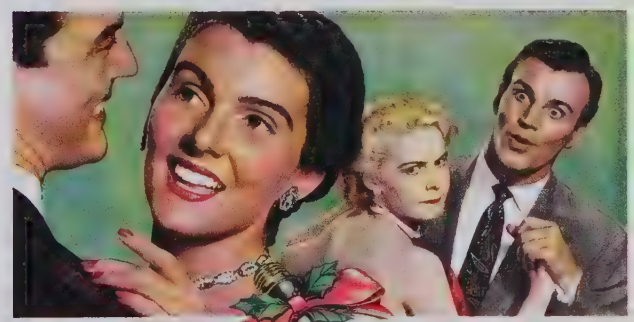
COLGATE CHLOROPHYLL TOOTH PASTE
COLGATE CHLOROPHYLL MOUTH WASH
*Contains water-soluble Chlorophyllins

COLGATE'S GUARANTEE: Try Colgate Chlorophyll Toothpaste for one week. If you're not satisfied that it's the most effective, pleasant chlorophyll toothpaste you've ever tried, send back the tube and Colgate will give you your money back. Write to Avril Jones, Colgate-Palmolive-Peet Co., Inc., 105 Hudson Street, Jersey City 2, N. J.

NEW GREEN TOOTHPASTE Tested and Guaranteed by COLGATE!

Avon, 1957 ◀ *Colgate Toothpaste, 1952*

Give a June tan for Christmas



ALL-PURPOSE GIFT for easing aches or drying for easing aches or drying. The Westinghouse HEAT LAMP costs only *$1.10 Regular; *$2.95 for Red Bowl.

WESTINGHOUSE SUN LAMP ONLY *8.50 ACCEPTED BY AMERICAN MEDICAL ASSOCIATION as a safe and effective lamp for general use by the public

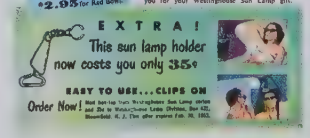
VACATION GLAMOUR for every woman (and man) on your list. For every compliment, they'll thank you for your Westinghouse Sun Lamp gift.

This Christmas, give her the suntan she had in June. Give her the look of "just back from Bermuda"—the healthy look of a summer tan

For like the sun, this ultra violet Westinghouse Sun Lamp is a source of Vitamin D. It beats the sun, because you can turn the lamp on at will.

It needs only a socket in any lamp that's handy and can be aimed. In a pin-up bracket over the bathroom mirror, you'll tan while shaving. A few minutes of the lamp each day on your children will keep their cheeks from looking pale this winter

Give a Westinghouse Sun Lamp, and you'll give benefits worth more than its cost of only $8.50



EXTRA! This sun lamp holder now costs you only 35¢

EASY TO USE...CLIPS ON

Order Now!

Tune In TV's Top Dramatic Show . . . WESTINGHOUSE STUDIO ONE . . . Every week on CBS-TV

YOU CAN BE SURE...IF IT'S Westinghouse

Westinghouse, 1952

Colgate, Toothpaste 1956

Crest Toothpaste, 1959

Gleem Toothpaste, 1956

Gleem Toothpaste, 1958

Fresh Deodorant, 1957

Scottissue Bathroom Tissue, 1956

Waldorf Bathroom Tissue, 1958

Soft-Weve Bathroom Tissue, 1953

▶ *Vinylite Plastic, 195*

FOR THE ENJOYMENT OF LOVELIER, MORE RADIANT HAIR . . . MORE OFTEN

The Lady Sunbeam is so simple to use—just set the dial for any drying air temperature you want—hot, medium, warm or cool. Scientifically designed vinyl cap fits easily over your hair and concentrates drying air where hair is heaviest. Drying air comes from heat-control unit through durable, flexible hose. The Lady Sunbeam Hair Dryer eliminates the tiring arm raising and head turning necessary with ordinary hand held dryers—and annoying, uncomfortable hot air on neck and shoulders from professional type dryers. Cap has no electric wires. Only $24.95*

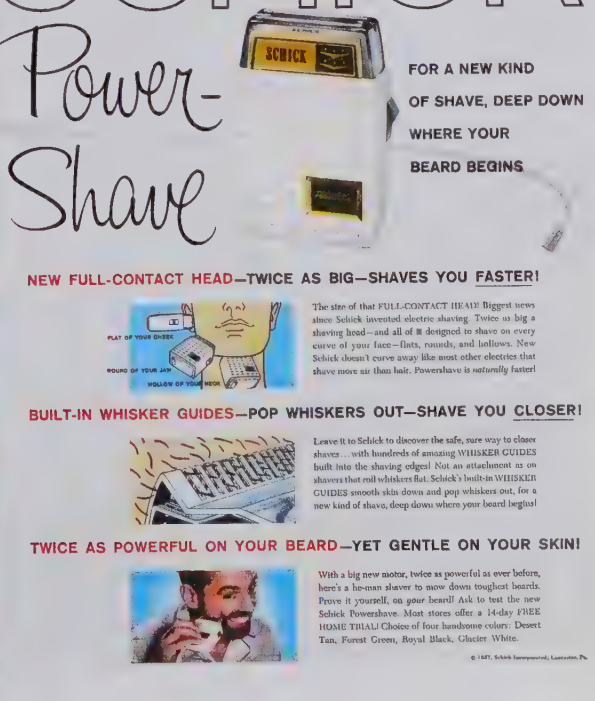
Only *Lady Sunbeam* gives you all these advantages

- Greater convenience

Vitalis, 1951

Skol Tanning Lotion, 1956

Lady Sunbeam, 1957 ◀ Schick, 1957



Schick Electric Shaver, 1952

Schick Injector Razor, 1951

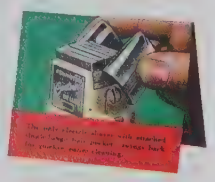
GIVE A REMINGTON *The Shaver Men Prefer*

Watch his eyes light up when he sees this streamlined beauty! He knows nothing can match the Remington Contour DeLuxe for sheer shaving perfection. And you'll both be proud of its graceful lines and rich, ivory tooth, highlighted with gleaming chrome, resting in that handsome jewelry case.

It's a gift he'll use every day . . . a gift to make shaving a pleasure instead of a chore. The Remington Contour shaves faster and smoother, without nicks or cuts . . . without nuss or bother. Even the toughest beard — even the tenderest face — feels smooth and refreshed after the gentle massage-like action of a Remington Contour shave.

In performance, in quality, and in styling, there's no shaving instrument to compare with a Remington Contour DeLuxe Electric Shaver. It's the perfect combination of usefulness and elegance. Give the gift that combines the things you want to give with those he likes to receive. Give the best — the Remington Contour DeLuxe. See the Contour Shaver at your dealer's, or at any of our 108 Shaver Headquarters.

A PRODUCT OF *Remington Rand*



Remington Electric Shaver, 1950

Eversharp Hydro-magic Razor, 1954

▶ *Schick Electric Razor, 1951*

Want a closer shave?

—Follow the Crowd!

For a shave that leaves nothing on your face but smoothness—for an easier, faster shave—follow the hundreds of thousands who turned so quickly to the new Schick "20."

Think you know how close a shave can be?

Just wait till you follow legions of other men—and try the wonderfully different Schick "20."

Wait till you hold this balanced new shape—lightest electric shaver out—and feel it nestle in your fingers.

And—just wait till you learn how *easily* your whiskers glide off with this revolutionary new electric shaver.

For Schick's brand-new Hi-Velocity Heads get whiskers off as *fast* as you can move the "20" over your face. They get 'em right down at skinline—because these heads have Schick's exclusive comb edges plus interceptor bars for skin-close shaving.

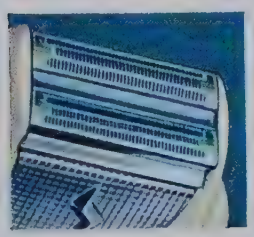
And—they're driven by Schick's *real* rotary motor—most powerful built by Schick. Press the Stop-Start Button—and it purrs into action, moving the heads through your whiskers as though nothing were there.

In a few flying moments—you're shaved. *Close? Clean?* Check your face in a magnifying mirror—you'll see the smoothest skin you've ever shown the world.

What's more, the "20" comes to you in its very own Caddie Case, designed to fit your bathroom shelf or suitcase. So get set for a really close shave. Get a new Schick "20" at the nearest dealer's. The Schick Super and Colonel are there, too. Schick Incorporated, Stamford, Conn. Service offices in principal cities.

Schick "20"—$24.50 • Schick Super—$22.50 • Schick Colonel—$17.50

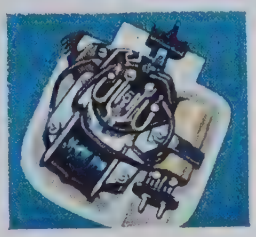
THESE HI-VELOCITY HEADS • THIS REAL ROTARY MOTOR



Make the Schick "20" "The Finest Shaving Instrument of All Time"

New high-speed, precision-made shearing heads, of exclusive Schick design. Sharpened and honed. Comb edges guide whiskers into slots. Interceptor bars pick up short stubble. All for fast, close, skinline shaving.

Schick's real rotary motor. Precision-built. Smooth. Quiet. A powerhouse. The most powerful motor Schick ever built. AC or DC. Stop-Start Button snaps it on or off.



Schick "20"

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE

In 10 Minutes of **FUN** a day *I changed myself*

from this Bloodless, Pitiful

SKINNY SHRIMP

to this

NEW MUSCULAR RED-BLOODED

HEAD-TO-TOE

HE-MAN!

Ken Grimm BEFORE mailing coupon

Ken GRIMM AFTER MAILING COUPON

Now, Buddy YOU

Mail the Coupon below as I did!

May be LAST CHANCE before $1 price goes back!

GET ALL THESE 5 PICTURE-PACKED COURSES **FREE** if you mail coupon NOW!

Millions have been sold at $1.

I just **GAINED 35 NEW LBS.** OF SHAPELY POWER-PACKED **MUSCLES!**

You can do the same as I and THOUSANDS have

You can add **10** inches to your **CHEST** **6** inches to each **ARM** and the rest in proportion as I did.

NO! friend you don't have to be **SKINNY, WEAK** or **FLABBY** any more just mail **NOW** the **FREE** coupon below as I did. Besides getting ALL **5** Courses (pictured on this page) **FREE** (MILLIONS HAVE BEEN SOLD FOR $1.) you'll ALSO get **FREE** a big BOOK of PHOTOS of STRONG MEN and BOYS who were WEAKLINGS like you BEFORE mailing coupon.

THIS THRILLING BOOK WILL ALSO TELL YOU

HOW YOU CAN WIN A BIG 15" TALL SILVER CUP as I just did and how to **WIN $100.**

LAST CHANCE - ALL FREE COUPON

1. FIVE COURSES 2. MUSCLE METER 3. Photo Book of STRONG MEN

Dept. MS-412

Tell Me How To WIN $100, etc.

"Jowett Courses greatest in World for Building All-Around HE-MEN" R. F. Kelley Physical Director

JOWETT INSTITUTE OF PHYSICAL TRAINING
220 FIFTH AVENUE, NEW YORK 1, N. Y.

Dear George: Please mail to me FREE Jowett's Photo Book of Strong Men and a Muscle Meter, plus all 5 HE-MAN Building Courses: 1. How to Build a Mighty Chest. 2. How to Build a Mighty Arm. 3. How to Build a Mighty Grip. 4. How to Build a Mighty Back. 5. How to Build Mighty Legs—Now all in One Volume "How to become a Mighty HE-MAN." ENCLOSED FIND 10c FOR POSTAGE AND HANDLING (no C.O.D.'s)

NAME _____ AGE _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

MAIL NOW! SAVES YOU YEARS and DOLLARS!

1 Look at JIM NORMAN'S HEROIC CHEST NOW! You can have it — HOW TO MOLD A MIGHTY CHEST

2 This is one-time SKINNY JOBIE JACKSON AFTER mailing the coupon below — HOW TO MOLD A MIGHTY ARM

3 MIGHTY BACK NOW — HOW TO MOLD A MIGHTY BACK

4 HOW TO MOLD A MIGHTY GRIP

5 HOW TO MOLD MIGHTY LEGS By GEORGE F. JOWETT

Jowett Institute of Physical Training, 1954

Don't Be Half A Man!

Let Me PROVE I Can Make You A REAL HE-MAN from Head to Toe—in Just 15 Minutes A Day!

ARE YOU:

- Skinny and Run Down?
- Always Tired?
- Nervous?
- Shy and Lacking in Confidence?
- Overweight and Short of Breath?
- Constipated or Irregular?
- Suffering from Bad Breath?
- Troubled by Pimples and a Poor Complexion?
- Slow at Sports?
- Do You Want to Gain Weight?
- Are You Ashamed of Your Half-Man Build?

NOBODY ever called an Atlas Champion "Half A Man." They wouldn't dare. And nobody has to settle for "Second Best" . . . be "pushed around" by huskier fellows . . . or go through life feeling HALF ALIVE. CHARLES ATLAS, himself, tells you what you can do about it—and FAST—right on this page!

Take a good honest look at yourself! Are you proud of your body or are you satisfied to go through life being just "half the man" you could be?

NO MATTER how ashamed of your present physical condition you may be—how old or young you are—you have the DORMANT muscle power in your God-given body to be a real HE-MAN. Believe me, I know because I was once a 97-pound HALF-ALIVE weakling. People laughed at my build . . . I was ashamed to strip for sports . . . shy of girls . . . afraid of competition.

THEN I discovered the secret that changed me into "The World's Most Perfectly Developed Man." The secret I have shared with thousands of fellows like you to turn them into marvelous physical specimens—REAL HE-MAN from head to toe!

My Secret Builds Muscles FAST!

My secret—*"Dynamic Tension"*—will turn the trick for you FAST! It's the NATURAL easy method you can practice right in the privacy of your own room—JUST 15 MINUTES EACH DAY – while your scrawny chest and shoulder muscles swell so big they almost split your coat seams . . . you get sledge hammer fists, a battering ram punch . . . ridges of solid stomach muscle . . . mighty legs that never tire!

NO theory. No gadgets or contraptions. When you develop your strength through *"Dynamic Tension,"* you can laugh at artificial muscle makers. You simply use the SLEEPING muscle-power in your own body almost unconsciously every minute of the day—walking, bending over, etc.—watch it increase, and multiply until you're covered with a brand-new suit of beautiful SOLID MUSCLE. You're a REAL HE-MAN!

Charles Atlas

Holder of the title "The World's Most Perfectly Developed Man."

Silver Cup Given Away
Handsome cup, over a foot high, will be given to pupil who makes greatest improvement in next 3 months.

My 32-Page Illustrated Book Is FREE!

Here Are Just a Few of the Men I've Turned into Atlas Champions!

Five Inches of New Muscle
"That is what you have done for me—and in almost no time."
—C. W., W. Va.

Proud of His Build Now
Gained 20 pounds. "My whole upper trunk is now in proportion to the rest of my body. I'm really proud of my body, thanks to you."
—P. V., Va.

"New Health and Strength"
"I feel like a lion. I can easily lift 185 pounds. You gave me new health, strength, and a perfect build."
—W. D., N. Y.

Makes Wonderful Progress
"I am sending you this snapshot showing my wonderful progress."
—W. G., New Jersey

FREE My 32-Page Illustrated Book is Yours—Not for $1.00 or 10¢—But FREE

Send NOW for my famous book, "Everlasting Health and Strength." 32 pages, packed from cover to cover with actual photographs, valuable advice, answers many vital questions. This book is a real prize for any fellow who wants a better build. Yet I'll send you a copy absolutely FREE. Just glancing through it may mean the turning point in your life! Rush the coupon to me personally. CHARLES ATLAS, Dept. 190-M, 115 East 23rd St., New York 10, N. Y

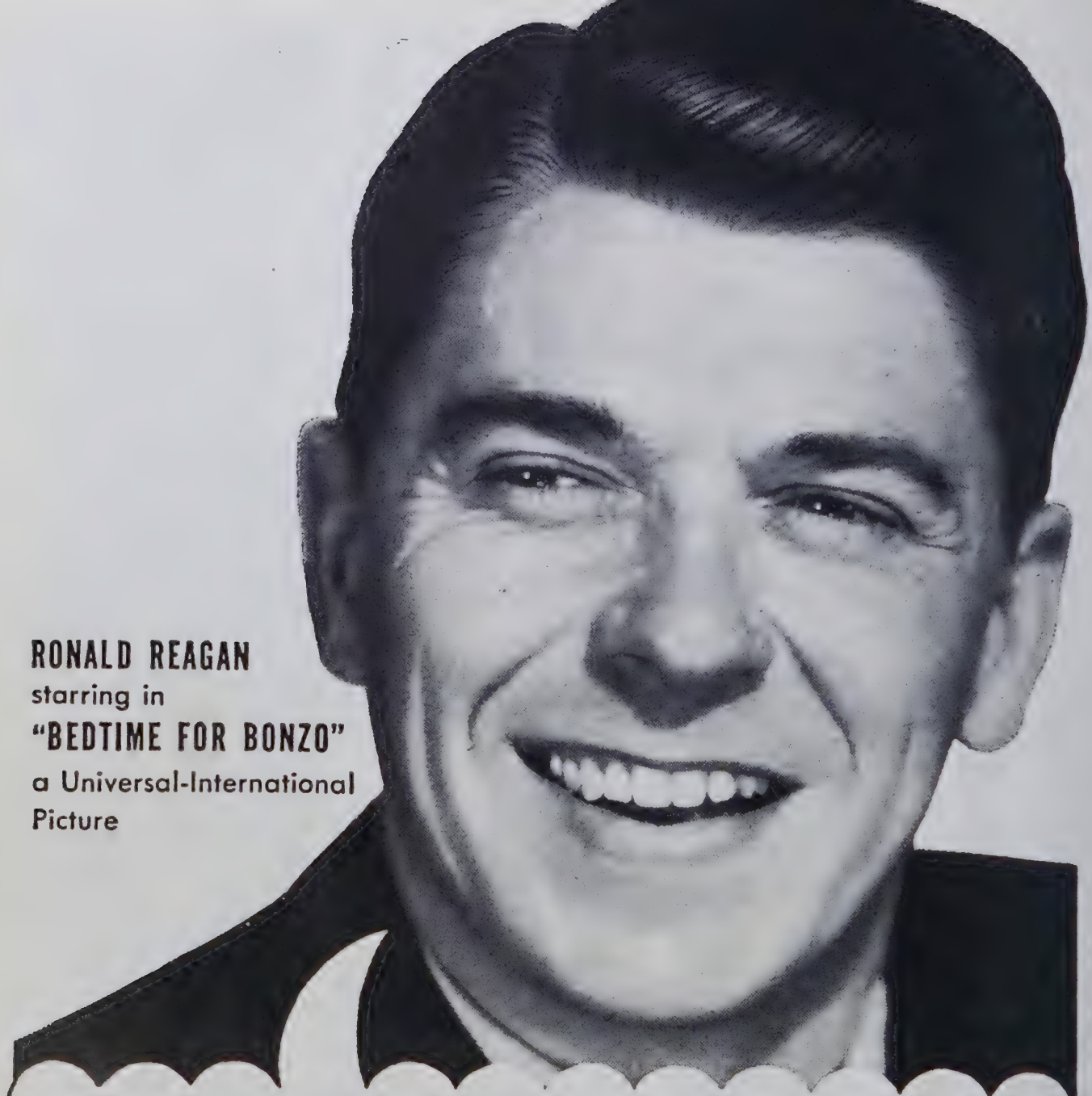
CHARLES ATLAS, Dept. 190-M,
115 East 23rd St., New York 10, N. Y.

Send me—absolutely FREE—a copy of your famous book, "Everlasting Health and Strength"—32 pages, crammed with actual photographs, answers to vital health questions, and valuable advice to every man who wants a better build. I understand this book is mine to keep, and sending for it does not obligate me in any way.

NAME..... AGE.....
(Please print or write plainly)

ADDRESS .....

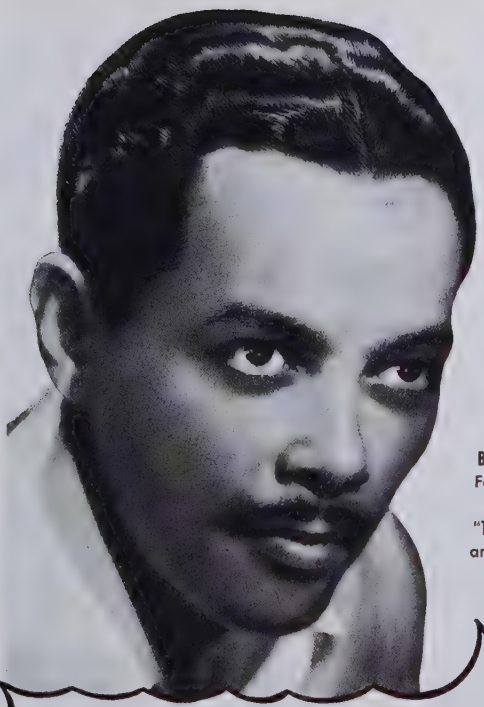
CITY..... Zone No..... STATE.....
(If any)



RONALD REAGAN
starring in
"BEDTIME FOR BONZO"
a Universal-International
Picture

"**JERIS** rates cheers
for **greaseless good grooming**
and **healthier, handsomer hair**"

says Ronald Reagan



BILLY ECKSTINE
Famous singing Star of "THE BIRD CAGE" and featured on many MGM record hits.

JERIS gets my applause for GLOSSY GOOD GROOMING, and HEALTHIER, HANDSOMER HAIR,

says Billy Eckstine

ONLY DANDRUFF-DESTROYING* JERIS HAS THIS FRESH, CLEAN-SCENTED MASCULINE FRAGRANCE

Of all the hair tonics on the market, JERIS and only JERIS brings you all these hair benefits: 1. *Glossy good grooming.* 2. *Healthier, handsomer hair.* 3. *Scalp-stimulation:* Daily JERIS massage helps promote healthy hair growth, relieves dry scalp, excessive falling hair. 4. *Destroys dandruff germs* on contact,* antiseptic action *instantly* removes ugly dandruff flakes. 5. *Exclusive masculine fragrance:* daily use of Jeris leaves hair clean-scented. Get Jeris today at drug counters—professional applications at barber shops everywhere. Jeris is not greasy to the touch, won't discolor coat collars, can't soil shirts, stain hats or upholstery. For greaseless good grooming insist on Jeris Hair Tonic.

JERIS KILLS DANDRUFF GERMS* ON CONTACT.
*Pityrosporum ovale, which many authorities recognize as the cause of infectious dandruff is destroyed by Jeris Antiseptic Hair Tonic.

JERIS
ANTISEPTIC HAIR TONIC

Women go for men with Handsome Hair!

For smooth, smart, suave, well groomed hair that women love and men admire, depend on Murray's famous hair preparations. Enjoy more popularity and romance, look better, feel more confident.
Keep your hair neat, handsome, natural looking all day long. Ask for Murray's today. On sale everywhere.

Hair-Glo: A Medium weight dressing. Keeps hair looking natural.

Pomade: Makes it easy to control hair hard to manage.

Heads you win.. Hearts you win with Murray's.

Murray's
for well groomed hair

ACCEPT NO SUBSTITUTE

Murray's SUPERIOR PRODUCTS COMPANY Chicago 17, Illinois

© 1950

Jeris Antiseptic Hair Tonic, 1951 ◀ *Jeris Antiseptic Hair Tonic, 1950*

Murray's Hair Products, 1950

Prell Shampoo, 1956

Lilt Home Permanent, 1954

Helene Curtis Shampoo Whip, 1950

Halo Shampoo, 1956

▶ L.B. Hair Products, 1959

Here's the

LONG

and the

SHORT

of it...

MAKES EVERY HAIR STYLE Look Better

Campus favorite for guys...*and* gals!

L.B. BUTCH WAX

Hair control for teen-age cuts and *all* stubborn hair; helps while it trains.

Hair Cream

New and wonderful! Lanolin-rich, non-greasy dressing in plastic squeeze bottle.

L.B. POMADE
(with Lanolin)

Tops for weekly massage, daily grooming! Adds life and lustre to the hair.

L.B. OIL for the Hair

Lanolin-rich, all-purpose conditioner; basic hair-care for men, women, children.

L.B. MEANS LOOK BETTER
BETTER LOOK FOR L.B.

WHEREVER TOILETRIES ARE SOLD!

L.B. LABORATORIES, GLENDALE, CALIFORNIA

AT LAST YOU CAN HAVE *Shades* LIGHTER *Smoother Softer...* SKIN

It's True

FAIRER LOVELINESS CAN BE YOURS

WITH SAFE...SCIENTIFIC BLACK AND WHITE BLEACHING CREAM THAT IS

Not 1 Not 2

BUT NOW

3 TIMES STRONGER THAN BEFORE

For those breathless moments when you're together—be a vision of loveliness to dazzle his eyes. Be sure your skin always looks light, smooth, soft. Black and White Bleaching Cream is your beauty guarantee.

Yes, your skin can look shades lighter, smoother, softer! For now, famous Black and White Bleaching Cream is 3 times stronger than before—to give you the complexion you've longed for. This amazing cream's "special ingredient" works directly on the color in your skin to make it shades lighter—and this direct bleaching action goes right into the layer in your skin where skin color is regulated. So start using it today. Black and White Bleaching Cream's amazing action—a result of regular dressing table use as directed—will help you have shades lighter, smoother, softer skin. Modern science knows no faster method of lightening skin. It's hard to believe this cream that does so much costs so little. Buy a jar today.

BLACK AND WHITE

Triple Strength **BLEACHING CREAM** *Triple Strength*

Black and White Bleaching Cream, 1950

The Softer Dressing For Softer Hair

JUST FEEL How Soft It Is

Royal Crown Hair Dressing brings out the natural beauty of your hair. Thanks to a special softening ingredient that makes your hair velvety soft and easy to manage, so easy to arrange in any style you like. It's extra white, can't stain clothing or bed clothes.

For true hair beauty use Royal Crown Hair Dressing, the softer dressing for softer hair, and you will thrill to the glorious soft beauty of your hair.

Its purity and quality guarantee you complete satisfaction or your money back. Ask for the famous red and green can. Sold everywhere in 10c & 25c sizes.

Royal Crown Hair Dressing, 1950

Good news for women with dark, oily skin!

Announcing new

NADINOLA

DE LUXE

GREASELESS BLEACH CREME

Famous "double-strength" bleach now in marvelous new formula . . . non-oily, non-greasy, delightful to use

A delight to use
...won't rub off
on clothing or pillow

Now treat yourself to a delightful new kind of cream that women everywhere have been waiting for—the exciting new *greaseless* bleaching cream *de luxe*, made by the makers of famous NADINOLA.

This soft velvety new cream contains no oil or grease . . . shows an amazing bleaching and clearing action for lighter lovelier skin beauty. And it's such a joy to use—spreads lightly over the skin, disappears when you smooth it in, leaves no oily coat, no messiness to soil clothing or bed linen.

Yet even after Nadinola *De Luxe* has vanished deep into your skin, its marvelous beautifying action goes on and on! Day by day, you can watch your skin grow lighter, clearer, smoother, softer.

NADINOLA *De Luxe* is a special new type of bleaching cream that works quickly to give you beauty benefits no ordinary cream can furnish. Use it to counteract *oily shine* and see your skin quickly become clearer, more attractive. Use it to help loosen and remove blackheads and to help clear up pimples externally caused. Most often, you see remarkable improvement after only a week or so of use, your skin feeling softer, looking smoother and younger and much clearer.

You can't lose—Money-Back Guarantee!

We know you'll be delighted with Nadinola *De Luxe* Greaseless Bleach Cream and so it's fully guaranteed. Just buy a jar today. If it doesn't do everything we say, every cent you pay for it will be refunded.

So don't make beauty wait! Get Nadinola *De Luxe* right away at your drug store or toilet counter. Only 75c for a great big jar—enough to last you for many weeks. Be sure to ask for Nadinola *De Luxe*. NADINOLA, Paris, Tennessee.

Watch day-by-day improvement
...skin grows lighter, clearer
...ugly shine disappears

Now every woman can be helped to a lighter, lovelier complexion by

NADINOLA

RESULTS GUARANTEED FROM JUST ONE JAR!

The original, genuine, ever famous NADINOLA Bleaching Cream for those who prefer the extra richness of fine oils in their skin cream @ 60c and $1

Nadinola Bleach Creme, 1950

Avon, 1959

Beautiful Hair

B R E C K

THERE ARE THREE BRECK SHAMPOOS FOR THREE DIFFERENT HAIR CONDITIONS

When you buy a shampoo, keep in mind one thought – the condition of your hair. It is either dry, oily or normal. For each of these hair conditions, there is a different Breck Shampoo. One Breck Shampoo is for dry hair. Another Breck Shampoo is for oily hair. A third Breck Shampoo is for normal hair. A Breck Shampoo is mild and gentle in action and not drying to the hair. The Breck Shampoo for your individual hair condition leaves your hair clean, soft and beautiful.

The Three Breck Shampoos are available at Beauty Shops, Drug Stores, Department Stores and wherever cosmetics are sold.

JOHN H. BRECK INC. MANUFACTURING CHEMISTS SPRINGFIELD 3, MASSACHUSETTS
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES · OTTAWA CANADA

Copyright 1956 by John H. Breck Inc.

Breck Shampoo, 1957

T

NEW TUSSY ROTO-MAGIC DEODORANT
ROLLS ON ANTI-PERSPIRANT PROTECTION

A new Tussy Deodorant in lotion form.

- Checks perspiration 24 hours.
- Stops odor all day, too.
- Won't acid-damage skin or clothes.
- In an unbreakable case.
- Dries quickly. No sticky underarms.
- The perfect family deodorant. $1.00 plus tax

TUSSY roto-magic deodorant

Tussy Deodorant, 1957

Du Barry, 1958

Lustre-Creme Shampoo, 1957

Lux Soap, 1956

Lux Soap Flakes, 1950

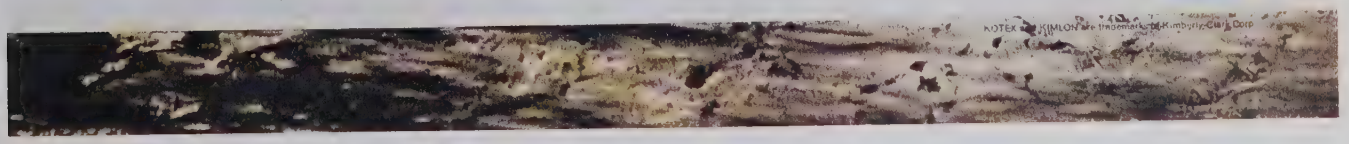
Five days of new freedom

Meds Tampons

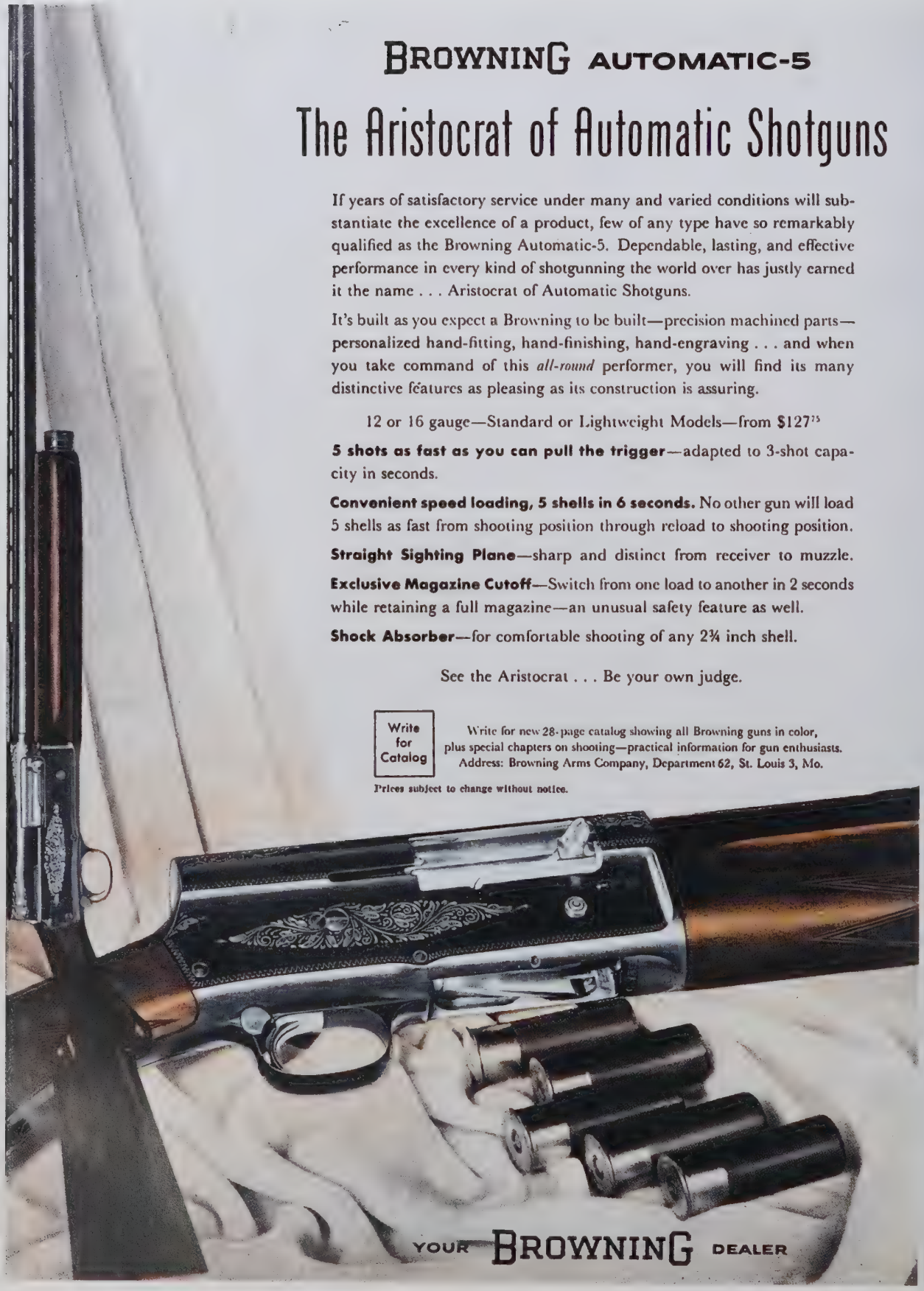
YOUR FIRST PACKAGE FREE!

We know that once you try Meds®—the safer, softer tampon—and discover those five days of new freedom every month, you'll be a Meds tampon user ever after! Mail us the back panel from the first Meds box of 10 you buy, with your name and address. We'll return the full price—39¢. Personal Products Corp., Dept. D-7, Milltown, N.J. (Offer expires Oct. 31, 1954.)

New Kotex napkins with the Kimlon center protect better, protect longer. Now Kotex adds the Kimlon center to increase absorbency, to keep stains from going through. With this inner fabric, the Kotex napkin stays even softer, holds its shape for perfect fit. Choose Kotex — the name you know best — in this smart new package.



Meds Tampons, 1954 ◄ *Kotex Sanitary Napkins, 1958*



Browning Automatic Shotgun, 1957

for a lifetime of shooting—buy a

PRICED FROM $104.95*

WINCHESTER—MODEL 12

TRADEMARK

Good News! Only $10.95 down and up to 20 months to pay puts the superb Model 12 in your hands. See your local Winchester Time Payment Plan dealer for details.

WINCHESTER FIREARMS TIME PAYMENT PLAN

No shotgun made anywhere in the world can take it like a Model 12! Built of better materials, to a better design, by craftsmen to whom perfection is the only standard, a Winchester Model 12 is a treasured possession often handed from father to son. For 45 years the Model 12 has been the choice of sportsmen who know the best costs the least in the long run—make the 12 *your* choice, too.

*PRICES SUBJECT TO CHANGE WITHOUT NOTICE

action pictures prove

—that in less than 3/5 of a second a hunter can raise and fire a superbly balanced Model 12. Speed? You bet! The kind you must have for fast, fleet game.

25 wear adjustments

Tough Winchester Proof-Steel, machined to exact dimensions gives you years of extra use before any take-up is necessary. Then you can make a slight adjustment and get years more. *No Model 12 has ever used all the adjustment available!* Tough? And how!

WINCHESTER-WESTERN DIVISION · OLIN MATHIESON CHEMICAL CORPORATION · NEW HAVEN 4, CONN.

Winchester Rifle, 1957

▶ *Crosley Electric Range, 1956*

You'll fall in love with the

BRIGHT NEW LOOK

IN HOME APPLIANCES!

NOW BROUGHT TO YOU BY

ADMIRAL

Behold the latest of the New Ideas—the "Fashion Front" on Admiral's new Refrigerator-Freezers! See how attractively you can decorate the door panel with wallpaper to match your kitchen! Or, there's a decorator kit of five different color panels optional with your new Dual-Temp. They're shiny, washable—pre-cut to fit—adhesive-backed so you can put them on and peel them off in a wink. Each change is as stimulating as a new hat! So give your kitchen the "Bright New Look"—with Admiral Appliances!

THE NEXT 5 PAGES TELL THE STORY OF **Admiral's** NEW IDEAS IN APPLIANCES . . .

No "pot-watching"!

MODEL J-408—$4.12 per week after small down payment*

Electric cooking is automatic! *Bake, boil, roast and grill without watching . . . even cook meals while you're away! New unit makes* any *pan automatic. Oven timer turns oven on and off by itself. Rotisserie barbecues automatically, too.*

MODEL J-408 (*shown above*) is G.E.'s finest range—embodies every G-E advance including: Famous G-E Keyboard Controls • *Two fully automatic ovens* • Master Oven with family-size rotisserie • Electric meat thermometer • Thrifty Companion Oven cooks dinner for six • New automatic surface unit, big removable griddle hold any temperature you set—*automatically!*

GENERAL ELECTRIC

Admiral, 1956 ◄ *General Electric, 1959*

Aluminum is *Why*

heat jumps out of the fire into the frying pan

If you have ever cooked flapjacks on an aluminum griddle, you know what we mean. They fluff up to an all-over golden brown . . . no burned centers, no uncooked edges.

So it is with *all* aluminum utensils—saucepans, frying pans, kettles. Aluminum conducts heat evenly, quickly. Not only do the bottoms get uniformly hot, but the sides and lids do too. No wonder aluminum utensils cook more thoroughly and use less heat than those of any other metal.

Aluminum is food-friendly, too—recommended by leading medical authorities for healthful cooking—widely used in the sparkling kitchens of the better hospitals.

Then there's another reason why the ladies love it. Lustrous, sparkling aluminum utensils enhance the spick-and-span look of modern kitchens. And they're so easy to clean!

ALCOA is *How*

Almost 65 years ago our first salesman interested a manufacturer of cooking utensils in aluminum kettles. Since then, Alcoa technical men have worked constantly with cooking utensil makers—helping them produce pots and pans that can take hard use—finishing them mirror-smooth inside and out—devising handles that stay on and lids that fit. You could say that Alcoa fathered this business through the know-how we have passed on to dozens of companies. ALUMINUM COMPANY OF AMERICA, Pittsburgh 19, Penna.

Refrigerator makers use the cooling efficiency of Alcoa Aluminum in ice trays, freezer chests and vegetable crispers.

Lustrous wall tile made of enameled aluminum can take plenty of abuse and constant moisture. It is light and easy to install.

Your favorite spread wrapped in Alcoa Aluminum foil stays sweet and pure. Rewrap it in original foil after each use to keep it fresh.

Alcoa Aluminum

ALUMINUM COMPANY OF AMERICA

Alcoa Aluminum Company of America

you'll love the way your kitchen looks...
you'll love the way your kitchen works!

HOTPOINT
Quality Appliances
for kitchen and laundry

What a joy it is to please your good taste *and* your good judgment at the same time! Hotpoint lets you do just that. Never were home appliances so beautiful to look at—so automatically convenient to use—so thrifty to own—as are the Hotpoint 1959 models in your choice of four lovely Colortones or classic white. Whether you're planning a complete all-electric kitchen and laundry, or simply replacing a single appliance, visit your Hotpoint dealer and see what he has in store for you!

Hotpoint Appliances, 1959

Look! New Super-Storage Design!

New, Built-To-Last Beauty! New Ice-Blue Trim! New Features Galore!

3 TYPES, 4 SERIES, 10 SIZES
4 to 17 cubic feet—Prices for every purse

Whatever the size of your family, your kitchen, your budget—there's a Frigidaire Refrigerator that fits your needs. You can take your choice of the luxurious Imperial with separate, near-zero Locker Top—the beautiful De Luxe with spacious Super-Freezer Chest—the big-value Master or low-priced Standard, with colder than ever Super-Freezer! But whatever you pick, you'll enjoy many time-and-money-saving features found only in Frigidaire—America's No. 1 Refrigerator! Get a demonstration—soon!

You'll find them all in FRIGIDAIRE!

See the new De Luxe! New Super-Storage design gives you 9 cu. ft. of storage space—yet this refrigerator takes little more kitchen space than a few ft. model of a few years ago! Look outside—at a gleaming Lifetime Porcelain or Durable Dulux finish, enamel steel cabinet, lower-touch Target Latch. Look inside—at lustrous Ice-Blue and golden trim. Full-Width Super Freezer Chest, full-width plastic Chill Drawer, twin stacking Hydrators! The many food convenience buys now, improved Cold-Wall cooling, aluminum shelves that cannot rust. 9 and 10.7 cu. ft. sizes available—frozen storage capacities, 46 and 49 lbs.

Look at it inside! Look at it outside!

You Get New Beauty!

1. New Lustrous Ice-Blue, Gold and White finish—with a new stand and new insulation.
2. New Target Door Latch—with fingertip action—looks odd in.
3. New Streamlined Dulux—finished in Lifetime Porcelain or Durable Dulux.

You Get New Convenience!

4. Extra Storage Space, in less kitchen space than before.
5. Extra Low Freezer Storage Space—temperature 5° below zero.
6. Double-Easy Quick-Pop Ice Trays slide out to reduce strain on the thumbs—no cutting.
7. New Aluminum Hydrators—Shelves adjustable, sliding—more space between shelves.
8. New Extra-Deep Porcelain Hydrators—for fruits and vegetables.
9. New Fish Width Plastic Chill Drawer in the Super models—for meat and fish storage, snacks, beverage cooling.

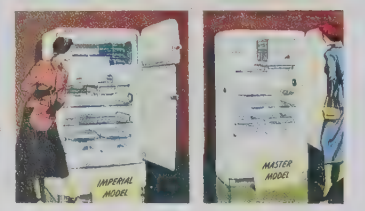
You Get New Economy—New Dependability!

10. New Improved Meter-Miser, more economical with no loss of cooling.
11. Freon-12 Refrigerant developed by Frigidaire and General Motors, in all De Luxe and Imperial models.
12. New Improved Cold Wall Cooling in all De Luxe and Imperial models.
13. New Sealed-In-Mechanism—with 5-Year Protection Plan.
14. Lift-out shelves on a Frigidaire Refrigerator, at your grocery or hardware store from top to bottom: serving, storage, utensil convenience, placed as you like. Features plus General Motors dependability and Frigidaire leadership more than 12 million refrigerating units.

You can't match a FRIGIDAIRE Refrigerator

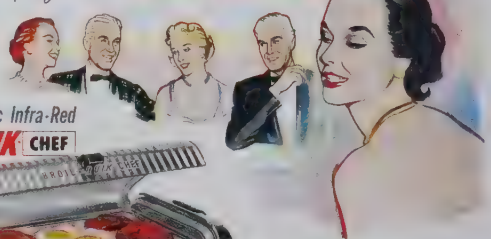
See your Frigidaire Dealer for proof! Look for his name in Yellow Pages of phone book. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada: Leaside 12, Ontario.

Refrigerators • Electric Ranges • Automatic Washer • Clothes Dryer • Electric Ironer • Food Freezers • Electric Dishwasher • Electric Water Heaters • Kitchen Cabinets and Sinks • Air Conditioners



Frigidaire Refrigerator

Smart Dining begins with BROIL-QUIK®



Fully Automatic Infra-Red BROIL-QUIK® CHEF

World's Largest Selling Infra-Red Rotisserie

It BARBECUES & ROASTS • *Tender roast chicken, exotic shish kebab, juicy "picture" roasts, tempting spare ribs. Fully automatic! It turns itself . . . shuts itself off.*

It BROILS & TOASTS • *Steaks, chops and hamburgers with that incomparable "broiled outdoors" flavor. Fish at its finest. Toasts & slices of bread at once!*

It GRILLS & FRIES • *Crackling eggs, ham steaks, tangy melted cheese sandwiches. A perfect food warmer. Top and bottom rotisseries can be used together!*

• Exclusive Wall and Free Tray. Channels all your delicious juices for easy pouring. • Slide-away Glass Spatter Shield. Watch your roast through every stage of cooking. Slides under unit into concealed compartment. • Automatic Self-Timer. Shuts off entire unit and rings a bell when food is done. • 2-Heat Control that really works. A quick-searing heat for perfect broiling... a special, controlled heat for fast-roasting and roasting.

AC only (Without Spits) $59.95; with Spits (Impact Aluminum) $68.95; Spits only from $34.95

Fully Automatic BROIL-QUIK® FRYER-COOKER

"A Peerless Product"

It DEEP FRIES • *French fried potatoes; crisp southern fried chicken; delicious shrimps; fish cakes, fritters; doughnuts extraordinary!*

It COOKS • *Juicy pot roasts; heavenly clam chowder; tender stews and chicken; real old fashioned New England Boiled Dinners; flavor-rich soups.*

It SERVES • *Everything you want to keep tempting hot and delicious. So beautiful in gleaming chrome, you'll be proud to show it off at the dining room table.*

AC only $34.95

• Unique Shape. Styled outside, round and tapered inside. Offers greater capacity, uses less shortening!
• Auto-Temp Thermostat. The exact heat you want for as long as you want it. The Thermo-Lite signals when correct frying or cooking temperature has been reached.
• Decant-a-Spout. Pours shortening quickly, safely.
• Easy-Clean Basket. Made of perforated aluminum (not wire). More efficient, easier to clean.
• Easy-Cook Chart. 40 time and temperature recipes right on the lid.
• Recipe Booklet. 140 kitchen-tested recipes. 72 pages.

...when you buy a BROIL-QUIK, you buy the BEST!

THE BROIL-QUIK COMPANY • 2330 FIFTH AVENUE • NEW YORK 37, N. Y.
World's Largest Manufacturer of Infra-Red Appliances

Broil-Quik, 1953 ▶ *American Gas Association, 1950* ▶▶ *General Electric, 1956*

Beautiful to behold!

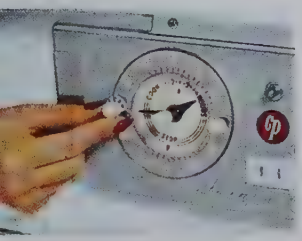
and so automatic you can love it and leave it!

You'll fall in love with cooking all over again when you change to a *new* Gas range. It's so *beautiful* you can't stop looking at it . . . yet so *automatic* it cooks a complete meal without a glance from you. Cool, clean, *instantly fast* — it gives *more* than any other modern range—yet costs *less!* Less to buy, install, operate! No wonder millions are choosing new Gas ranges every year!

NEW FREEDOM GAS KITCHEN DESIGN

GIC CHEF "CP" GAS RANGE—ONE OF MANY ALL NEW, ALL AUTOMATIC GAS RANGES BUILT TO "CP" STANDARDS.

Complete clock control!



Any heat—instantly!

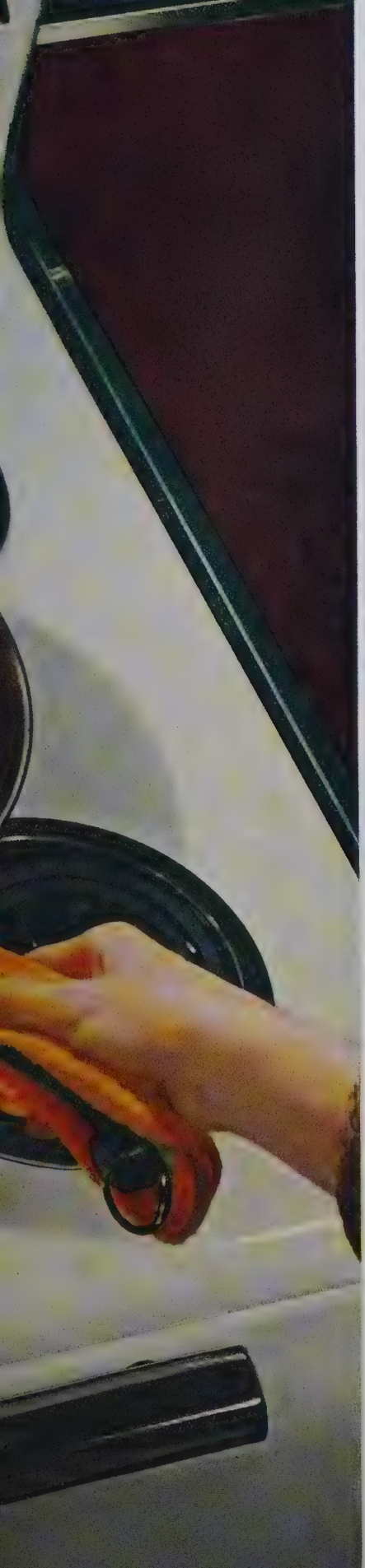
Smokeless broiling!

GAS has got it!

FOR MODERN COOKING · HOUSE-HEATING · AIR-CONDITIONING · REFRIGERATION · CLOTHES-DRYING · WATER-HEATING · INCINERATION

AMERICAN GAS ASSOCIATION

ELECTRIC



Now . . . cooks faster than gas!

You get one of these new giant Speed-Cooking units on every G-E range

It's new . . . it's test-proved! Every G-E range has one of the new Speed-Cooking units that's faster than gas. This 2600-watt unit was tested in G-E laboratories against the large burner of each of four leading gas stoves.

The G-E unit was faster in tests which included four pork chops in an aluminum skillet as illustrated. In addition, two cups, one quart and two quarts of water and a package of frozen peas were brought to a boil faster every time.

All G-E ranges also have big, extra-wide ovens, "Focused Heat" broilers, pushbuttons. Other de luxe models have automatic griddles, electric meat thermometers, automatic units, oven timers to "watch" meals, minute timers and other grand conveniences.

See all the Speed-Cooking ranges at your G-E dealer's . . . he's in the classified phone book.

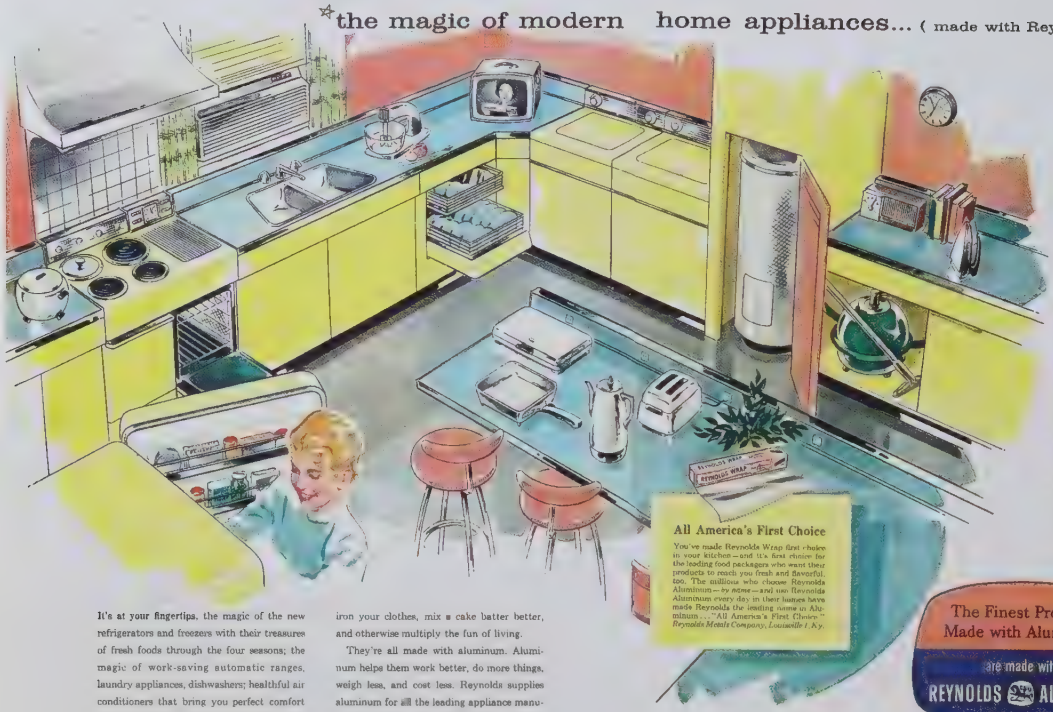
General Electric Company, Appliance Park, Louisville 1, Kentucky.

Progress Is Our Most Important Product

GENERAL ELECTRIC

There's magic at work here!

the magic of modern home appliances... (made with Reynolds Aluminum)



All America's First Choice

You've made Reynolds Wrap first choice in your kitchen—and it's first choice for the leading food packagers who want their products to reach you fresh and flavorful, too. The millions who choose Reynolds Aluminum—by name—and use Reynolds Aluminum every day in their homes have made Reynolds the smiling name in Aluminum... "All America's First Choice." *Reynolds Metals Company, Louisville 1, Ky.*

It's at your fingertips, the magic of the new refrigerators and freezers with their treasures of fresh foods through the four seasons; the magic of work-saving automatic ranges, laundry appliances, dishwashers; healthful air conditioners that bring you perfect comfort all year 'round; and wonderful small appliances to toast your bread, brew your coffee, iron your clothes, mix a cake batter better, and otherwise multiply the fun of living.

They're all made with aluminum. Aluminum helps them work better, do more things, weigh less, and cost less. Reynolds supplies aluminum for all the leading appliance manufacturers for the magical work-and-time-savers that make life better for you.

All the leading appliances are made with Reynolds Aluminum

These are good names to look for—proud names—each one an implicit guarantee of quality and value. And for all of them Reynolds is a leading supplier of quality aluminum.

Admiral
Alumilux
Amana
Arvin
Bryant
Caloric
Camfield
Carrier
Chambers
Chrysler Airtemp
Coldspot
Cool-A-Matic
Crosley
Dominion
Dormeyer
Easy
Emerson
Enterprise
Estate
Fedders
Florence
Friedrich
Frigidaire
Gen Chef
General Electric
Gibson
Hamilton Beach
Hollywood
Hoover
Hotpoint
Iron Fireman
Jordan
Kelvinator
Knapp-Monarch
Koldflo
Lasko
Leonard
Magic Chef
Mathes
Maytag
McGraw
Mitchell
Motorola
Nesco
Norge
Nutone
Philco
Presto
Proctor
Ranney
RCA
Revco
Servel
Setchell-Carlson
Sub-Zero
Sunbeam
Sunray
Superlectric
Swifty
Tappan
Unaco
Universal
U. S. Airco
Viking
Vornado
West Bend
Westinghouse
Whirlpool-Seeger
Yorkaire
Zero Freez

The Finest Products Made with Aluminum are made with REYNOLDS ALUMINUM

952 FRONTIER—REYNOLDS EXCITING DRAMATIC SERIES—SUNDAYS, NBC-TV

Reynolds Aluminum, 1956

Only Westinghouse Refrigerators give you *50* color combinations!

Westinghouse Refrigerators, 1956

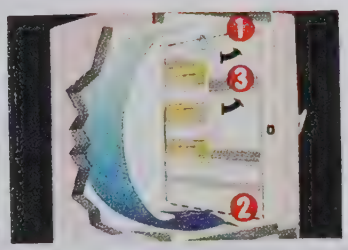
▶ *Glo-Coat Floor Wax, 1950*

Hotpoint

15.5 CU. FT. REFRIGERATOR-FREEZER: 34" WIDE, 65½" HIGH, 32 3/16" DEEP, MODEL D115B

NEW! RCA WHIRLPOOL REFRIGERATOR-FREEZER

with exclusive Air Purifying System keeps food fresher...longer!



CUT FOOD SPOILAGE! Air Purifying System forces air through ultraviolet rays (1); retards growth of air-borne mold and bacteria! Cold, clean air recirculates (2) up the door (3).

END ICE TRAY TROUBLE! No more spilling! New ice tray filler* works with dial *inside* freezer; shuts itself off. New ice ejector zips out cubes, stores ice in server bin!

END DEFROSTING MESS! No more pans to empty, buttons to push! Automatic defrost system gets rid of frost and water in refrigerator section almost before it forms!

*optional at small extra cost.

Imagine! A full-size refrigerator up top with glide-out shelves, twin crispers, a big meat keeper *plus* a new self-filling ice water fountain*! A deep-set door with special food compartments, even shelves for ½-gal. bottles! Plus a 166-lb. freezer with glide-out basket, storage door, true "zero cold"! Backed by 50 years of refrigeration pioneering! Choice of colors, easy terms.

RCA Whirlpool

Whirlpool Corporation, St. Joseph, Michigan. (Use of trademarks and RCA authorized by trademark owner, Radio Corporation of America.

Hotpoint Refrigerators, 1953 ◀ *Whirlpool Refrigerators, 1957*

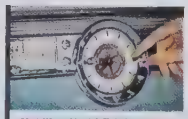
Look what the new Universal GAS range offers you today-

Cooks whole meals automatically... does it faster and cleaner, too!

Faster! Everyone who cooks with dependable Gas knows what a wonderful fuel it is. Top burners give high heat in an instant . . . turn down low at the twist of a dial. Ovens heat up in a jiffy. Quick, lively flame in the smokeless broiler gives food that good outdoor flavor. Only Gas gives you such perfect control of cooking temperature!

Cleaner! No smoke-stained walls when you broil with Gas! The blue flame eats up smoke and odor, gives smokeless broiling . . . with the door closed. Pots and pans stay brighter...cleaner. Lightweight burners lift out for easy sudsing in the dish pan. Porcelain enamel finish and chrome trim wipe clean with a damp cloth.

AMERICAN GAS ASSOCIATION



COMPLETELY AUTOMATIC! Today's new gas ranges are not only faster and cleaner . . . they're completely automatic! Take a look at the new Universal Gas ranges now. You'll be absolutely amazed at what they can do.

BURNER WITH A BRAIN eliminates pot-watching! A sensing element "feels" the heat of the pan, then raises or lowers the flame to maintain just the right temperature. Food can't scorch or burn on Universal's thermostatically controlled top burners.

CLOCK-CONTROLLED ROAST-MASTER makes any cook a master chef! Just put the thermometer in the roast, and set the automatic controls. Oven turns itself on . . . stops cooking when the roast is done exactly the way you want it.

Cabinets by Youngstown Kitchens

See this new range at your Gas utility company or Gas appliance dealer's.

See "Playhouse 90" with Julia Meade on CBS-TV.

Sponsored by your Gas company and the Gas industry. Watch local listings for time and station.

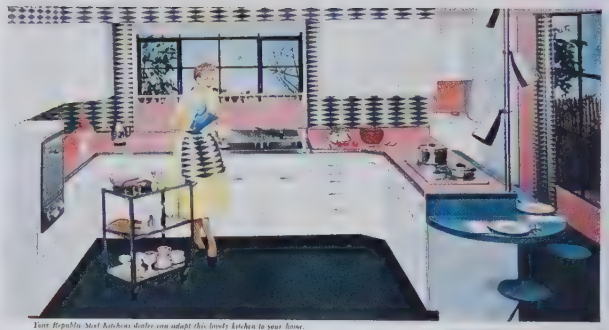
ONLY GAS does so much more...for so much less!

The modern, economical fuel for automatic cooking • refrigeration • water-heating • clothes-drying • house-heating • air-conditioning • incineration.

Sponsored by Wind Manufacturing Co. Inc.

Universal Gas ranges by CRISSEN AND SEXTON, Chicago, Ill.

Universal Gas Range, 1957



Your Republic Steel Kitchens dealer can adapt this lovely kitchen to your home.

STEP INTO MY

Take-it-easy Kitchen

...and you'll find a wonderful new world of efficiency and charm!

What makes this Republic Kitchen so "easy to take"? First, the plan, which helps you organize your energy. Everything where you want it, when you want it, as you like it. Second, the line of modern cabinets, so varied in size and features you can make your kitchen fit you. Third, counter tops of practical coved Formica on durable steel. Fourth, accessories that ease your kitchen chores. Fifth, color accent on counters and walls – and beautiful fresh-colors. Porcelain Finish Enamel that lives happily ever after in its surroundings. Sixth, the low cost of a Republic Steel Kitchen. Here's "beauty and the budget" at its best!

YOU'LL FIND A "COZY CORNER." This lazy nook adds comfort to every inch of space, swings around at fingertip beckoning. Republic turns the trick, too, with their clever shallow drawers—just the parking space for cutlery, silverware and linens.

REPUBLIC STEEL *Kitchens* (REPUBLIC STEEL Kitchens)

YOU'LL FIND THE "HEIGHT OF CONVENIENCE"! See how Republic automatic shelves cater to your own height, put everything within your comfort easily. Most take-it-easy touches are appealing in this space shelf and handy cup rack.

YOU'LL FIND SOME DELIGHTFUL "INNER SECRETS!" Just open the door, pull up the shelf, and presto! your mixer pops into sight and into use. Flick the release, wave your hand, and it does a disappearing act right under your counter. And, hidden behind the doors of the adjoining cabinet are not just shelves, but roomy drawers that slide out magically on quiet nylon glides. Supernatural? Nope – just super!

NEW PLANNING BOOKS: For remodeling, "101 Ways To Make Awkward Kitchens Behave", for new homes, "Prizes-Winning Kitchens." Send 25¢ for one, 10¢ for both, with your address to Republic Steel, Berger Division, 1024 Belden, Canton 5, Ohio.

Republic Steel Kitchens, 1955

it's carefree ... it's lasting ...

it's Tempo Turquoise

Send for this interesting plan that features kitchen, laundry, and utilities harbor, all in a 9' x 16' area.

...and it costs no more in a Republic Steel Kitchen!

In blendable colors or Classic White, a Republic Steel Kitchen needs no pampering, *ever!* Its durable, impervious enamel is cured on at high temperatures...needs no regular "rub down ritual," no perennial bleaching, no repainting. And, your kitchen of Republic Steel will serve you better in many more ways. You're rid of the annoyance and expense of keeping it in good working order. No sticking drawers or doors, no warp or sag, never a splintered edge or snagging surface, no problems of vermin or removing stains or odors. Steel, the practical material that wards off kitchen hazards, dismisses upkeep with the quick once-over of a damp cloth. It's that easy!

Visit Your Republic Steel Kitchens Dealer—See for yourself how this rich beauty and marvelous built-in convenience can help you to lasting pleasure in your kitchen.

REPUBLIC STEEL *Kitchens*

CLASSIC WHITE • PRELUDE PINK
TEMPO TURQUOISE • LARGO YELLOW

Also available in Canada and throughout the world.

Get This Colorful Kitchen Planning Book

Send 25¢ and this coupon filled out, for Prize-Winning Kitchens. Mail to Republic Steel Kitchens, 1228 Belden Avenue, Canton 5, Ohio.

( ) Check if you wish the floor plan of above kitchen.

Name _____

Address _____ County _____

City _____ Zone _____ State _____

GH-92

Republic Steel Kitchens, 1956

Prelude Pink...

in a Republic Steel Kitchen at no extra cost

wonderful work-saving features make it your practical pink cloud

Largo Yellow and wonderful planning! Built-ins safely lodged in fire-resistant steel cabinets. Whisper-quiet inner-sliding drawers organize cupboard space below.

Harmony Hues—the perfect answer to color in your kitchen—were created by Republic Steel Kitchens to blend, harmonize, contrast flatteringly with deep tones or other pastels.

Choose from three new delicate tones—Prelude Pink, Tempo Turquoise, Largo Yellow. Harmony Hues blend with new-trend appliances in color, mingle tastefully with decorating materials. They promise a fresh, never-grow-tired beauty for your kitchen—so important in a *lifetime investment!*

Visit your Republic Steel Kitchens dealer—See for yourself how Republic Steel, the only company with mine-to-market facilities, gives you the most for your kitchen dollar.

Tempo Turquoise—and a lovely stainless steel sink! ENDURO® Stainless Steel, made by Republic. You'll find its carefree satin finish becomes even lovelier with use.

REPUBLIC STEEL KITCHENS *in Harmony Hues*

Get this Colorful Kitchen Planning Book

Send 25¢ and this coupon filled out, for Prize-Winning Kitchens. Mail to Republic Steel Kitchens, 1228 Belden Avenue, Canton 5, Ohio.

Name _____

Address _____ County _____

City _____ Zone _____ State _____

1-112-209

Republic Steel Kitchens, 1956

▶ *Roper Gas Ranges, 1954*

Design for Living ...Graciously

WITH A NEW

ROPER

GAS RANGE

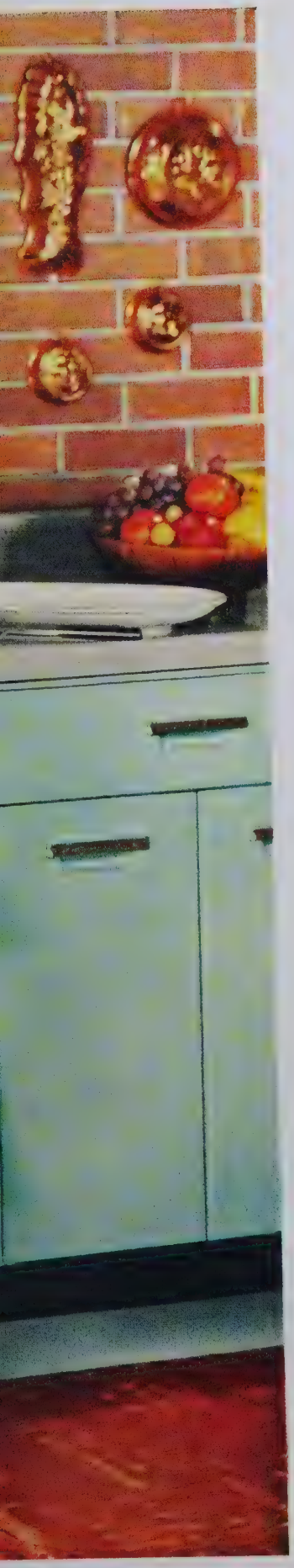
built to "CP" standards

"AMERICA'S FINEST"...PERFORMANCE PROVES IT!

The great new ROPER automatic gas ranges provide a carefree cooking service that's superior in every respect. Utilizing Gas, the nation's favorite fuel, they assure the ultimate in speed, cleanliness, convenience and economy. More than 69 years of gas range manufacturing experience has contributed to the host of exclusive ROPER features you can enjoy today. Choose *your* new ROPER from the most complete line of gas ranges in the industry. Write for Free Folder T. Ask your ROPER retailer about these new beauties. Geo. D. Roper Corporation, Rockford, Illinois.

INDUSTRIAL · COMMERCIAL · RESIDENTIAL · GAS

- **ROPER GAS RANGES • ROPER GAS RANGES IN DECORATOR COLORS**
- **ROPER "arRANGEable" BUILT-IN GAS COOKING UNITS**
- **ROPER "DRY-AIRE" GAS CLOTHES DRYERS**

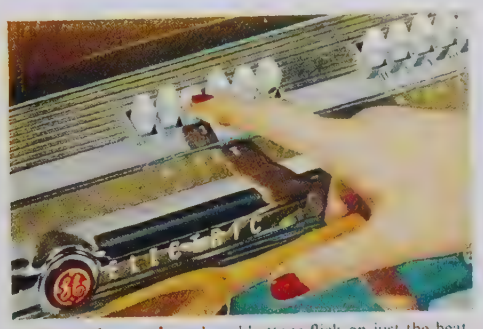


New way to get big-range cooking in compact space

G-E Spacemaker has oven that holds meal for 24 . . . 4 Hi-Speed top units. Yet it takes up 16 inches less room

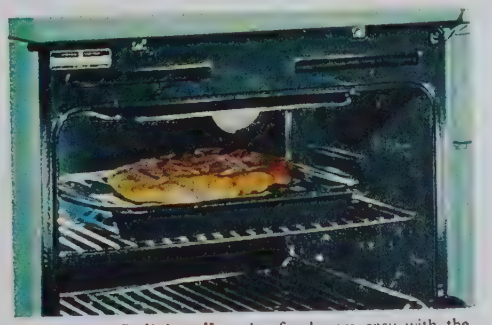
Do you need big-range cooking in small space? Or extra counters, storage room in a larger kitchen? This new G.E. is the answer. It has General Electric Speed-Cooking and most of the advantages of de luxe models, including color!

Huge floodlighted oven is so wide one shelf will hold 4 pies. 4 Calrod* pushbutton-controlled surface units give varied heats from barely warm to EXTRA-Hi-Speed. Drip pans and trays lift out to clean. There's a big storage drawer.



A fingertip touch and pushbuttons flick on just the heat you want. So easy even when your hands are full or wet. All surface units are fast-heating; one is General Electric's new giant Hi-Speed 2600-watt unit.

NEW! Oven-and-Minute Timer "watches" meals. Two simple clock settings and dinner cooks, heat goes off "by itself." For shorter baking or boiling jobs, a buzzer lets you know when cooking time's up.



"Charcoal Delicious" steaks, franks are easy with the General Electric "Focused Heat" broiler. It's quick, power-saving. Bake and broil units are fully enclosed. No old-fashioned open coils. Units slide out for easy oven cleaning.

Cooks Faster Than Gas!

It's new . . . it's test-proved! Every General Electric range has one of the new Speed-Cooking units that's faster than gas. This 2600-watt unit was tested in General Electric laboratories against the large burner of each of four leading gas stoves.

The General Electric unit was faster in tests which included four pork chops in an aluminum skillet. In addition, two cups, one quart and two quarts of water and a package of frozen peas were brought to a boil faster every time.

Easily Installed. Your G-E dealer can make arrangements for 220-volt wiring. Cost of range and required wiring can be financed with one low down payment and easy weekly terms.

Start your color-lovely G-E kitchen with this beautiful Speed-Cooking range in a Mix-or-Match color: turquoise green (as shown), canary yellow, cadet blue, petal pink, woodtone brown, satin white. A can of special, matching paint is all you need to "dress up" walls and cabinets.

See all the Speed-Cooking ranges at your G-E dealer's. He's in the classified phone book. General Electric Company, Appliance Park, Louisville 1, Kentucky.

Speed-Cooking ranges . . . so safe . . . so clean . . . so dependable

GENERAL ELECTRIC

GREAT NEW KITCHEN IDEA!

the Decorator Refrigerator

by International Harvester

Revolutionary new idea enables you to make your refrigerator a feature of your kitchen decoration. Match it with your curtains—blend it with your color scheme. Use any pattern—any color fabric you choose. And you can change it as often as you change your mind!

COPYRIGHT 1953 INTERNATIONAL HARVESTER COMPANY

Takes just 7 minutes—

and 1¾ yards of fabric—to give your kitchen an "all new" look. For a change of pace, you can leave the fabric off and still have the most beautiful refrigerator you can buy; with handy foot-pedal door control and a handsome plastic push-plate.

Here's the inside story—

It takes 7 different "climates"—from 6° to 55°—to keep all foods in prime condition. You get all 7 of these essential areas of cold (all working at once) in the new IH Decorator Refrigerators—plus Push-button automatic defrosting and many other exciting features for '53. See the newest of the new—now—at your IH dealer's. You'll find his name in the yellow pages of your phone book.

INTERNATIONAL HARVESTER

a Fashion First exclusive with

INTERNATIONAL HARVESTER

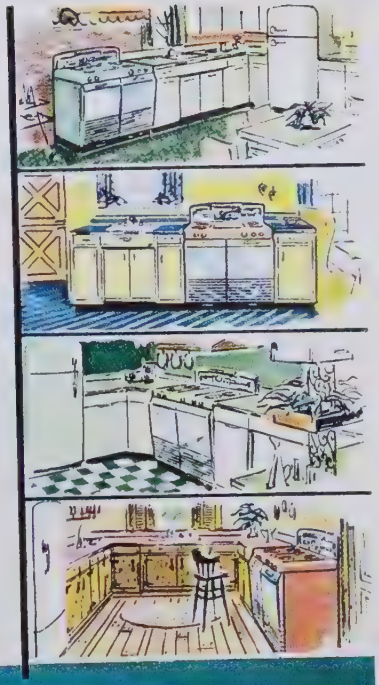
International Harvester Company, 180 No. Michigan Ave., Chicago 1... International Harvester also builds Home Freezers... McCormick Farm Equipment and Farmall Tractors... International Trucks... "Big Red" Crawler Tractors

General Electric Range, 1956 ◄ *International Harvester Decorator Refrigerator, 1953*

MAGIC CHEF COMBINES COLOR AND CHROME TO BRING A CUSTOMIZED ROOMIER LOOK TO YOUR KITCHEN WITHOUT EXPENSIVE REMODELING

ready-made glamour

At last, a really inexpensive way to modernize your kitchen with the new "decorator" look. Just add the beauty, color and versatility of the new *Magic Chef color-chrome* gas range. Top and sides are Willow Green or Coral Rouge porcelain enamel, with handles in matching color. Entire front and back panel are easy-to-clean gleaming chrome to reflect kitchen decor. This compact 36-inch range has ultra-modern design and famous *Magic Chef* work-saving features.



Magic Chef Gas Range, 1954

▶ *Deepfreeze, 1950* ▶▶ *Blackstone Automatic Washer, 1950*

Food Bank!

This Modern Woman is a "food banker" with her Deepfreeze Home Freezer food bank. She accumulates vast quantities and varieties of foods by depositing them for safekeeping. She serves *any* food *any* time she desires, simply by withdrawing it and thawing it! • The modern woman keeps "banker's hours" with her Deepfreeze Home Freezer because she spends so *little* time at kitchen tasks . . . she cooks ahead, bakes ahead, buys ahead and makes one deposit to cover many withdrawals • Her beautiful Deepfreeze Home Freezer food bank pays interest, too, in the many hours and labor saved, in the economies of buying in quantity when quality and price are right! • Let your Deepfreeze appliance dealer *prove* with *your* food budget that a Deepfreeze Home Freezer pays for itself with the money it saves. See him today!

GO BUY THE NAME—Deepfreeze

© 1950 Deepfreeze Appliance Division, Motor Products Corporation

HOME FREEZERS • REFRIGERATORS
ELECTRIC RANGES • ELECTRIC WATER HEATERS

TRADE-MARK REG. U. S. PAT.

HOME FREEZERS

Only the products of the Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois, can carry the trademark **Deepfreeze** registered in the United States Patent Office.

YOU
ANT THE

WORLD'S FINEST AUTOMATIC WASHER

WORLD'S FIRST
AGITATOR-ACTION
AUTOMATIC

WORLD'S ONLY
KITCHEN-MATCHED
AUTOMATIC LAUNDRY

THREE MATCHING UNITS
WASHER • DRYER • IRONER

OF course you do. Then compare Blackstone's cleansing efficiency, beauty, structural excellence, and foolproof design with the others. See the Blackstone Automatic wash a big load of *really* soiled clothes. You'll know why Blackstone has received a *top bracket* rating in so many comparative tests by independent testing organizations. Ask your Blackstone dealer for a demonstration . . . he is listed in the Classified Telephone Directory.

WORLD'S ONLY
MECHANICALLY-CONTROLLED
AUTOMATIC

THE TRUTH ABOUT AUTOMATIC WASHERS

ND FOR **FREE** BOOK
actual, comparative analysis of
ent types of Automatic Washers.

CKSTONE CORPORATION,
estown, New York
se send a copy of your "TRUTH" booklet.
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BLACKSTONE

WORLD'S OLDEST WASHER MANUFACTURER

Now the luxury of a General Electric Kitchen– at a price to suit your budget

You can own a General Electric Kitchen for as little as $29.00 a month!

You can own all the wonderful new work-saving appliances you want for less per month than typical car payments!

General Electric "Straight-Line" Design custom styling is not merely beautiful—it is planned to conserve your time, your effort; to let you be a lady of leisure in the kitchen. Silent electrical servants make your life in the kitchen easier, faster, more convenient. Pretty enough to entertain in, the General Electric Kitchen shown boasts color-coordinated, built-in appliances.

Ask your General Electric dealer about his Planning Service. General Electric Company, Appliance Park, Louisville 1, Ky.

**Dream Kitchen illustrated above approx. $80.00 a month. See your General Electric dealer for his exact prices and terms.*

REVOLUTION HOME LIVE BETTER ELECTRICALLY

Progress Is Our Most Important Product

GENERAL ELECTRIC

Visit model homes in your community during National Home Week
Make your house a Medallion home and live better electrically

General Electric Kitchen, 1959

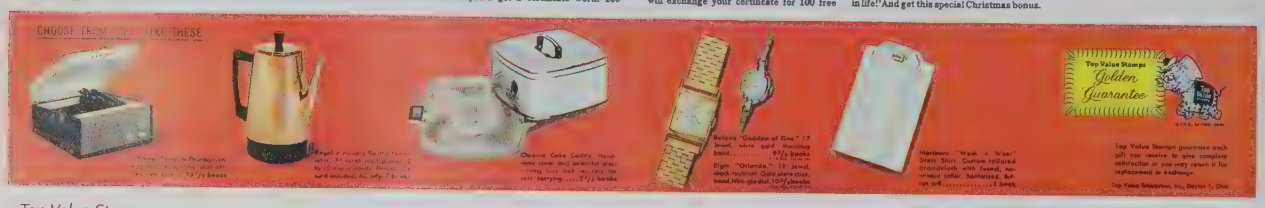
Everything you see above is free for Top Value Stamps—and you have hundreds of other wonderful gifts to choose from!

100 FREE Top Value Stamps with every gift!

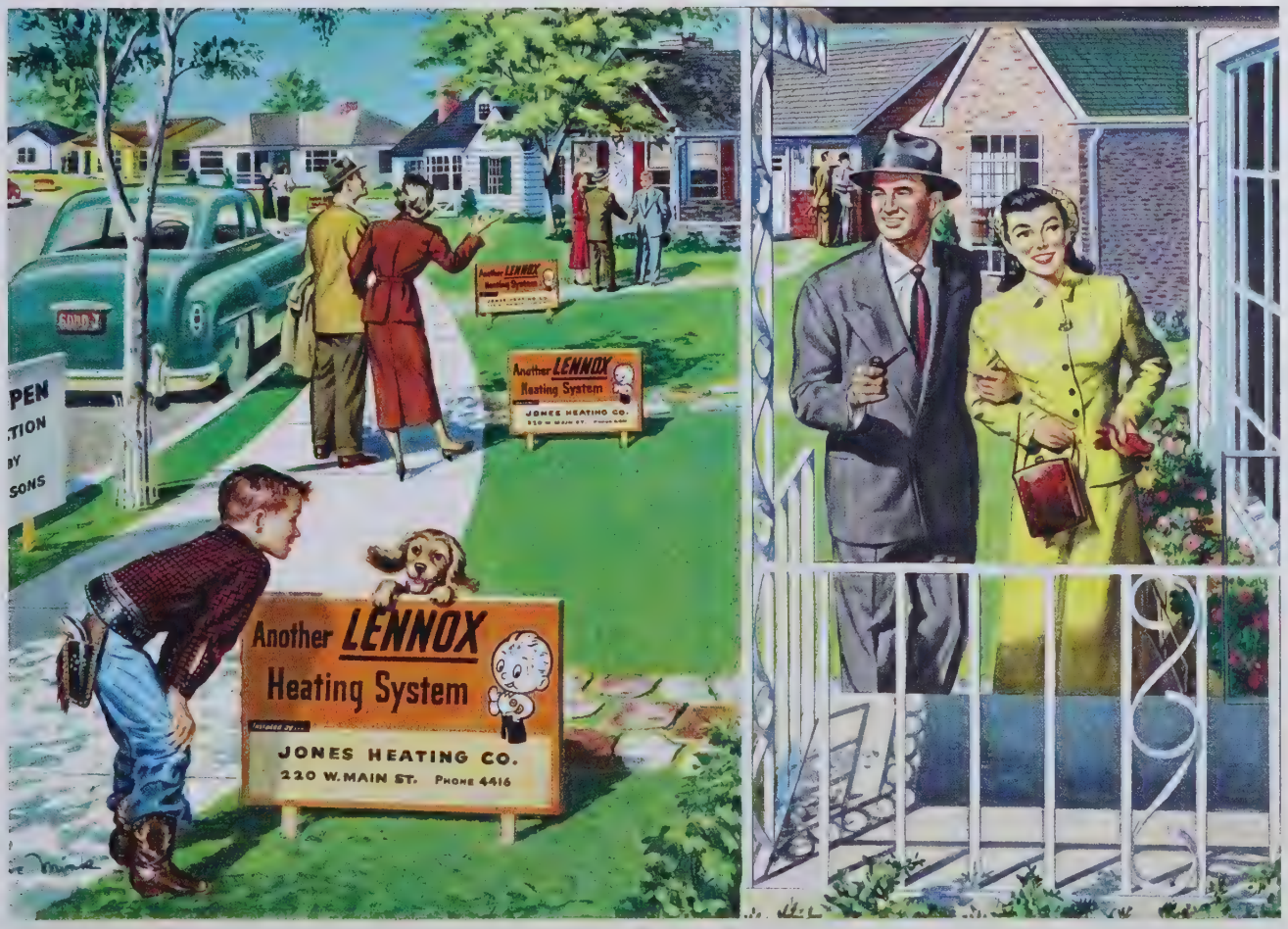
REDEEM YOUR BOOKS DURING YULE SAVE DAYS...SEPTEMBER 14th THROUGH OCTOBER 31st . . . FOR THIS SPECIAL BONUS!

At this very moment, America's finest gifts are waiting for you at your Top Value Redemption Store. You'll find a complete selection of wonderful, famous-brand merchandise for all your Christmas gift giving. And as a special bonus for redeeming your books early—during YULE SAVE DAYS—you'll get a certificate worth 100 free Top Value Stamps with every gift. Any one of the thousands of merchants throughout the U.S. who gives Top Value Stamps will exchange your certificate for 100 free stamps—a good start on your next book.

Visit your Top Value Redemption Store now. Redeem your books for "the best gifts in life!" And get this special Christmas bonus.



Top Value Stamps, 1959



in warm air heating . . .

more families buy Lennox than any other make!

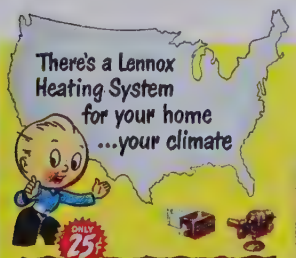
Every day, more new-home buyers discover what long-time homeowners have known for years: *nothing* can compare with Lennox warm air conditioning! Lennox has been the leader in warm air home heating for over 50 years.

If you want to learn new meanings for the words *comfort, heating dependability and fuel economy,* see your Lennox dealer now. Let him give you the complete Lennox story and estimate your heating needs. Consult your classified telephone directory for his name, or write to Lennox direct.

And send for the FREE new booklet, *"How to Select Your Heating System."* Write Dept. S-923, your nearest Lennox office.

Lennox naces c the sea nation recogn testing l ratories.

NOW is the time to have your furnace inspected . . . call your LENNOX dealer TO



KIDS! Have fun with a colorful Lennie Lennox Rag Doll! Your Mom can make one for you easily. (Stands 10½" high, simple to stuff and sew. Directions included.)
Send your name and address today to Dept. S-923, The Lennox Furnace Company, Marshalltown, Iowa, and enclose 25¢ to cover cost of mailing and handling.

In 87 different LENNOX models . . . for gas, oil, coal, LP gas . . . there is an answer to every home heating problem.

ASK ABOUT CONVENIENT TIME PAYMENT PLAN!

See your LENNOX dealer also for home, office and store cooling equipment.

LENNOX

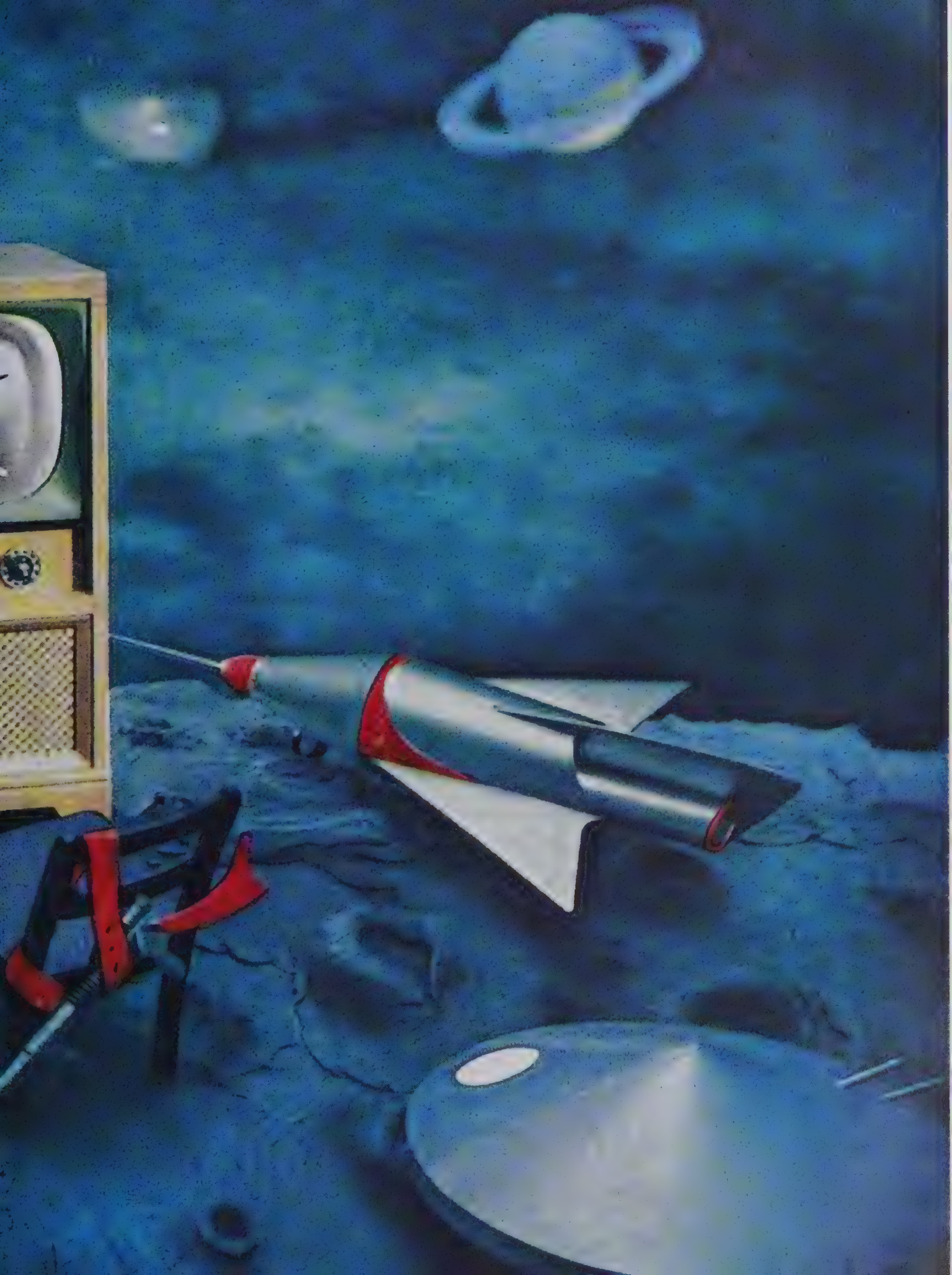
Aire-Flo Heating*

THE LENNOX FURNACE COMPANY, World's Largest Manufacturers and Engineers of Warm Air Heating Systems

Marshalltown, Iowa • Syracuse, New York • Columbus, Ohio • Fort Worth, Texas • Pasadena, California • Salt Lake City, Utah • Decatur, Georgia

Lennox Aire-Flo Heating, 1950

▶ *Spartan Cosmic Eye Television, 1953*



Admiral Television, 1951

Admiral Television, 1951

Admiral Portable TV, 1956

Admiral Television, 1950 ▶ Admiral Television, 1952 ▶▶ Admiral, 1957

only from Admiral!

21" TV

at price of other 17's

43% bigger picture for the same money!

Bigger—yes—but that's not all! You get an amazingly *better* picture, too. Because it's powered by Admiral's extraordinary new "DX-53" chassis—five years in the making. A top quality chassis that outmodes all previous ideas of "fringe area" reception . . . that makes thrilling performance possible in those exasperating "pockets" where rolling countryside or surrounding buildings "blank out" ordinary sets . . . that delivers strikingly superior pictures in *any* location . . . a chassis the like of which has never existed until now! Yours, too, is the proved advantage of *guaranteed* UHF reception, provided by Admiral's famous Cascode Turret Tuner. But—see it! Discover for yourself the host of truly worthwhile advances that await you in Admiral TV for '53. Compare—and you'll *see* why it's a fabulous buy!

Model 121DX11—Admiral 21" TV with new "DX-53" chassis in smart, stain-resistant cabinet.

$199.95

Model 222DX15—21" TV console . . . Panoramic picture tube. Choice of walnut, mahogany or blonde. In walnut only . . $309.95

Model 322DX16—21" TV-radio-phonograph with Panoramic picture tube (245 sq. in.). Beautiful mahogany cabinet $499.95

NO FINER PICTURE AT ANY PRICE!

Prices slightly higher south and west . . . subject to change without notice. Fed. Tax and all warranties included.

Admiral . . . WORLD'S LARGEST TELEVISION MANUFACTURER

8-Transistor Portable Radio. Series 230. 1200 hours battery life. "Rotoscope" antenna. Tan or black. Portables from $29.95.

7-Transistor Pocket Radio. Series 7M10. Powerful! Plays in trains, planes, cars. Choice of colors. Portables from $29.95.

DeLuxe FM-AM Table Radio. Series 300. 2 antennas. 4" x 6" speaker. Blonde Oak and Sierra. Radios from $15.95.

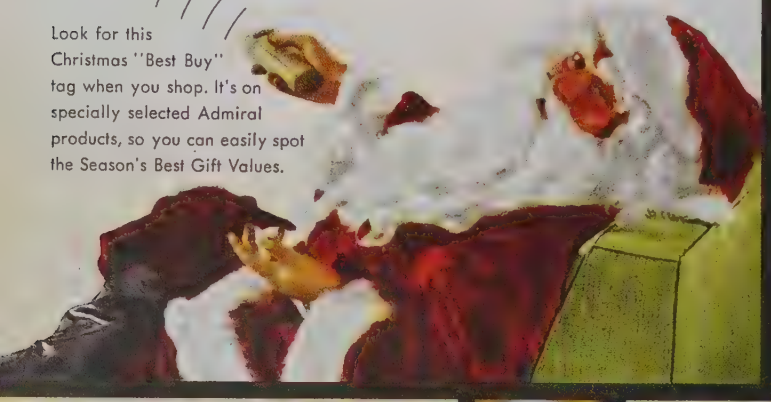
FOR CHRISTMAS FROM

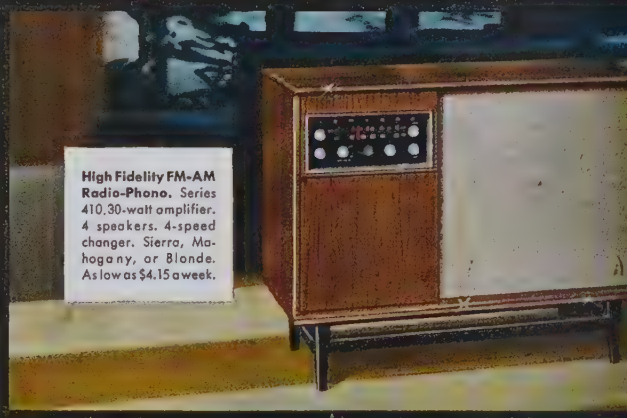
Admiral

SON-R REMOTE CONTROL

Only remote control in the world that adjusts volume to 4 levels! No wires! No batteries! No stirring from your chair! New amazing SON-R also turns TV on-off, changes channels from anywhere in the room!

Look for this Christmas "Best Buy" tag when you shop. It's on specially selected Admiral products, so you can easily spot the Season's Best Gift Values.





High Fidelity FM-AM Radio-Phono. Series 410. 30-watt amplifier. 4 speakers. 4-speed changer. Sierra, Mahogany, or Blonde. As low as $4.15 a week.

Chairside High Fidelity Phono. Series 360. 4-speed changer. 3 speakers. Mahogany, Blonde Oak or Sierra veneers. As low as $1.50 a week.

DeLuxe Table Radio. Series 270. Extra large 4" x 6" speaker. Completely finished back. White with Red, Turquoise, Gray. Table radios from $15.95.

High Fidelity Portable Phono. Series 340. 4-speed record changer. 8-watt amplifier. 2 speakers. Gold and Black or Tan and White. Portable phonos from $59.95.

Prices slightly higher some areas.

Super DeLuxe Clock Radio. Series 290. Wakes you, reminds you minutes later. Turns on appliances. White with Maroon, Gold, Green. Clock radios from $26.95.

Admiral's new "Thin as a Dime" styling has a glamorous new cabinet *barely over 16 inches deep.* It's the slimming magic of Admiral's new 110° picture tube. The old-fashioned bulge-in-the-back is gone, too! Your sleek new Admiral fits flush to the wall.

High Fidelity 21" TV, The Seton, Model CH21F54. Hi-Fi 4 speaker system. 8-watt amplifier. Plug in jack for record player. As low as $3.75 a week.

21 in. viewable area, 267 sq. in.

High Fidelity 21" TV, The Exeter, Model LHR21F33, PowerPack. 4 Hi-Fi speakers. Son-R available. As low as $4.20 a week.

BEST BUY

Slimline 21" TableTV, The Asbury, Model TR21E21. Two speakers with up-front sound. Matching base with "Lazy Susan" swivel. Charcoal, Mahogany, Blonde. As low as $2.70 a week. Available with Son-R remote control.

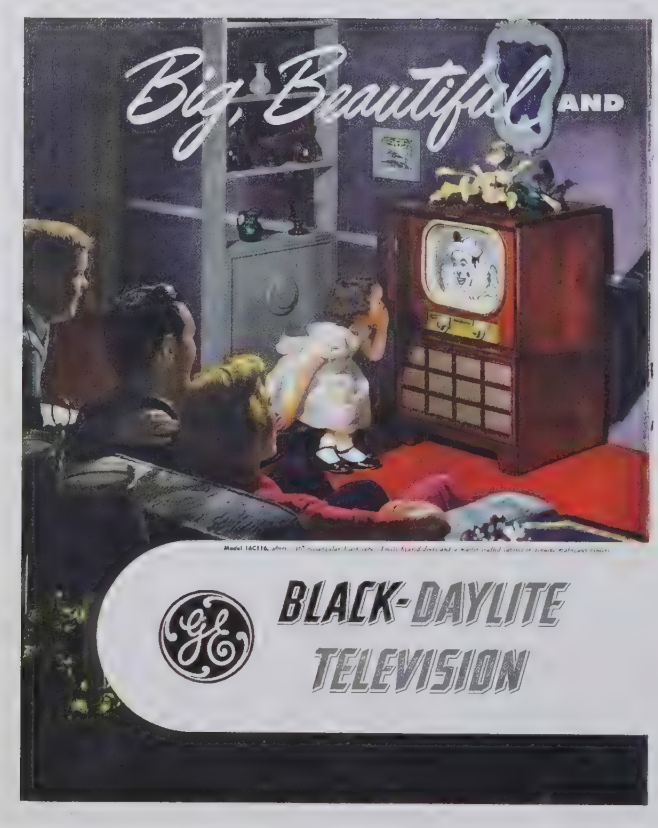
Admiral

BEST BUY for CHRISTMAS

17 in. viewable area, 155 sq. in.

Slimline 17" Portable TV. Exclusive jolt-proof design. Thin cabinet only 13¾" deep. Power Tower antenna. Choice of colors. As low as $1.65 a week.

High Fidelity TV-Radio-Phono. The Canterbury, Model HFR21F42. Son-R Dual Remote Control. Mahogany, Blonde Oak, or Sierra veneer. As low as $5.40 a week.



General Electric Television, 1950

Crosley Television, 1950

The CAPEHART "New Amsterdam"... with AM, FM, radio and three-speed phonograph

IT&T *suggests the finest of family gifts:*

"Years-Ahead" Television by Capehart

A new Capehart stands in the place of honor—a gift for every member of the family. And *what* a gift—television that's years ahead in clarity and sharpness of picture, years ahead in tonal fidelity. International Telephone and Telegraph Corporation presents Capehart through its associate, *Capehart-Farnsworth Corporation.* See it. Give it! There's a Capehart *just right* for your family, and just right for your pocketbook.

New CAPEHART phonograph-radios with world-famed Capehart tone! (Above)

International Telephone and Telegraph Corporation, New York

For full information on Capehart, write to
Capehart-Farnsworth Corporation, Fort Wayne 1, Indiana

Capehart Television, 1950

Model 63". Stereophonic high-fidelity console phonograph, complete with 2 remote speakers. 20 watts, dual-channel amplifier. Automatic 4-speed record changer, with diamond stylus. Mahogany, $299 . . . blond mahogany or walnut cabinets priced slightly higher.

Sit anywhere in the room

COLUMBIA STEREOPHONIC PHONOGRAPHS PUT YOU IN THE CENTER OF SOUND

Here is the ultimate in listening—a new Columbia stereophonic phonograph. Turn it on and you're suddenly, dramatically in the Center of Sound—the place where music takes on a third dimension. Turn the remarkable Balanced Listening Control and you shift the Center of Sound wherever you want it. This Columbia engineering exclusive, available on many models, makes it possible for you to enjoy stereophonic sound in perfect proportion —not just in one spot, but *anywhere in the room!* Superb styling and cabinetry make every Columbia Stereo-Fidelity phonograph a truly matchless instrument for your home. Prices begin at only $124.90.

STEREO-FIDELITY PHONOGRAPHS BY **COLUMBIA**

A division of Columbia Broadcasting System, Inc. ® "Columbia" ℗ Marcas Reg. Prices are suggested list, slightly higher west of the Roc

NEWEST GENERAL ELECTRIC PORTABLE TV...

Takes you out to the ball game. Indoors—outdoors—at travelling, there's no longer any reason for missing your favorite TV programs. Make this newest G-E Portable TV a vacation "must." New Fold-Away Antenna available for added convenience.

Happy way to keep peace in the family. Stop arguments over which TV program to see. Stop grumbling because you're always missing out on your favorites. The happy solution is a new G-E Portable that you can plug in anywhere for all round the house TV fun.

Just what the doctor ordered. What a blessing this new Big-Screen Lightweight G-E Portable is to "shut-ins." "Nothing like it for cheering up patients" say nurses. And what a welcome, inexpensive addition to doctors' waiting rooms, to camps, resorts, business offices—on any campus.

Terra Cotta & Ivory—Model 17T026
Bermuda Bronze—Model 17T025

56% BIGGER PICTURE

Never before a TV so LIGHT...with a picture so BIG...so BRIGHT!

IT'S the new General Electric Portable TV with 56% BIGGER PICTURE than previous designs. Yet, the weight of this newest G-E "take-around" marvel is still *only 32 lbs.!* Mom, sis, even junior can carry it. Travels all around the house—all around the town—with the greatest of ease. Aluminized Picture Tube and dark safety window for "daylight power" picture—indoors and outdoors, even in fringe areas. And, big-screen G-E Portable TV is surprisingly low-priced...easily the BIGGEST bargain in TV pleasure you've ever seen.

With all the big *political doings* augmenting TV's most exciting sports events, spectaculars, who-dunnits and quiz shows, you'll be lots happier—so will your whole family—with an extra General Electric Portable TV in the house.

Now's the time to plan your summer TV fun—now's the time to visit your General Electric TV dealer. See all that's excitingly new in G-E television advancements. And don't forget, G-E TV prices start at only $99.95. Now you can easily own *two* G-E TV for *less* than millions paid for one. General Electric Company, Television Receiver Department, Syracuse, New York.

Manufacturer's suggested resell prices include Federal Excise tax, one-year warranty on picture tube, 90 days on parts. Offer at small additional cost. Prices subject to change without notice.

See G.E. on TV. "Warner Bros. Presents" (ABC-TV) and "The 20th Century Fox Hour" (CBS-TV)

GENERAL ELECTRIC

Striking "Sports-Car Styling". Sleek, colorful, only 32 lbs. light with advanced features galore G-E Aluminized Picture Tube and aluminum cabinet. Adjustable rear leg for best viewing angle. Exclusive power cord compartment. Chrome-plated handle. Compact cabinet in Bermuda Bronze finish or two-tone Terra Cotta and Ivory.

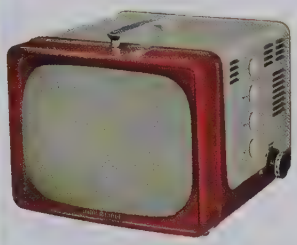
Progress Is Our Most Important Product

GENERAL ELECTRIC

General Electric Television, 1956

G.E. DESIGNS NEW 32 lb. "PERSONAL" TV

Goes where you go...



SMART TWO-TONE CABINET in terra cotta and ivory. Built-in antenna. Chromium coated handle. Model 14T009, above. Left, in gray and ivory, Model 14T008.

PATIO OR PICNIC—you need never be without your G-E TV! Just bring it along. Life's more fun with Portable TV!

ROOM TO ROOM television is easy with G-E Personal TV. So light six or more can carry it wherever it's needed most.

FOR THE KITCHEN, to lighten household chores...you can's shows you like to see, while hubby watches the football games!

TOPS FOR TRIPS! Your new G-E Portable TV tucks easily into luggage compartment. Light enough to carry anywhere!

FOR TAKE-IT-WITH-YOU USE—from $99.95

indoors...outdoors...all around the house!

TURNS ON-OFF AUTOMATICALLY. Clock-TV Model 14T010, bronze and ivory. 2-way intercomm protection. Recessed handle beneath clock. Most useful TV ever.

ONLY $99.95. Ideal for bedrooms, den, kitchen, wherever an extra television set is needed. Makes a grand gift, too. Model 14T007 in wordpress finish.

Put an end to TV traffic jams...family squabbles over which show to see! Get G.E.'s new 32-lb. TV—the ideal roving extra set. Never before—TV so useful, so light! Even Sis can carry it, from room to room, anywhere.

Just plug it in. You'll be amazed at the bright, clear picture. Has built-in antenna. Choice of striking two-tone color combinations with new-car look and verve. So low in price, you'll want two of "em! *P.S.—makes a wonderful gift!*

☆ ☆ ☆

For top value in big-picture TV, look into G.E.'s 21 and 24-inch models. You'll see more features for less money than ever before. You'll enjoy G.E.'s "Daylight Power". It makes the picture so bright, you can watch with shades up, lights on! See your General Electric Dealer. Learn how you can buy two G-E sets for less than millions paid for only one! General Electric Company, Radio & Television Department, Syracuse, New York.

**Prices include Federal Excise tax, one-year warranty on picture tube, 90 days on parts. Prices subject to change without notice.*

See G.E. on TV: "Warner Bros. Presents" (ABC-TV) and "The 20th Century Fox" Hour (CBS-TV)

NEW G-E CLOCK-TV console—for folks who like to watch the late shows. Turns itself off automatically after you fall asleep. Wakes you in the A.M. Reminds you of favorite programs. 21-inch. Model 21C113.

NEW G-E 24-INCH TV—for biggest, brightest, clearest picture in the whole neighborhood! Big performer, too, with G-E Daylight Power ...famous G-E Aluminized Tube...dark safety glass. Model 24C181.

Progress Is Our Most Important Product

GENERAL ELECTRIC

Columbia Stereophonic Phonographs, 1958 ◄ *General Electric Television, 1955* ► *Magnavox Television, 1951*

TV that whispers in your ear! The earphone attachment on our Americana Portable TV lets you enjoy shows anywhere, any time, without disturbing sleepyheads. Has a big-loud-speaker voice, too. Plus Motorola's exclusive Magic Mast Antenna that goes way up to pull in stations many other sets can't reach. The handle is to tune with—puts the controls where *you* are—right up front. So much *More to enjoy!*

MOTOROLA

Motorola TV

Motorola Television, 1951

Philco Television, 1959

the New World by Stromberg-Carlson. Television-radio-phonograph. Because it is designed from a woman's point of view, this superb instrument brings distinctive good looks as well as matchless performance into your home. The exquisite, clean-lined cabinetry is fashioned from limed oak veneer, hand-rubbed to a blond finish that harmonizes so well with other furnishings. And for your entire family:
Big-Picture 17" television . . . fine AM radio . . . 3-speed automatic record-player providing four hours continuous music. There is generous space for your favorite albums. Truly, "There is nothing finer than a Stromberg-Carlson."

"There is nothing finer than a
STROMBERG-CARLSON."

Stromberg-Carlson television is priced from $289.95 to $975 including excise tax. (Slightly higher in South and West)

Stromberg-Carlson, 1951

TOMORROW IS HERE! General Electric originates a new kind of television styling: the new "Designer" sets. The trim, graceful cabinets look less than a handspan deep. The cheerful colors and smart lines belong in any room. And "Designers" move to any room...easily:... with recessed handles.

"Geometry 17"—17" (overall diagonal) tube—150 sq. inches of picture area. In a variety of spirited colors.

For all their clean-lined beauty, "Designer" receivers work wherever a console will: each packs a console chassis, full power transformer. More: front-projection speaker, built-in telescoping antenna. The new "Designers" await you...at your General Electric dealer's now.

"Barclay 21"—21" (overall diagonal) tube—282 sq. inches of picture area. Russet leather finish vinyl, and Sunpaid linen finish vinyl. General Electric Co., Television Receiver Dept., Syracuse, N.Y.

Progress Is Our Most Important Product
GENERAL ELECTRIC

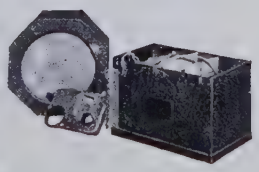
BUY NOW FOR EXTRA VALUES!

General Electric Television, 1958

"You bet we bought Motorola TV...we've been a Motorola Family for 20 years!"

THE ANDERSON FAMILY STARTED WITH A MOTOROLA AUTO RADIO 20 YEARS AGO

Since this 1930 Ford there's been a Motorola in every Anderson car!



This First Motorola was the start of a family-wide quality standard.

"WE HAD ONE OF THE FIRST Motorola auto radios," says Albert Anderson, retired Chicago cabinet maker, "and we've been buying Motorola ever since!" Now that the Andersons have a beautiful new Motorola TV in their living room, they're more sold than ever on Motorola quality, value and topnotch performance.

The Andersons chose Model 17K7 because Mrs. Anderson liked the way its Fashion Award cabinet styling harmonized with the furnishings of their home . . . and because Mr. Anderson wanted a screen big enough for his whole family to see at once. Now they enjoy large-as-life snapshot-sharp pictures on the big 17 inch screen.

They're assured of long-life, reliable performance, too, because every Motorola Dependa-Bilt chassis is factory-tested before shipment. They like the Bilt-in-Antenna and quick, two simple control tuning . . . even "Scotty" can tune in his pet programs. The Anderson's enthusiasm has been passed along to their married children who have Motorola TV and radios in their own homes, *and* Motorola auto radios in their cars.

Your family will be just as thrilled with Motorola TV when you get acquainted with Motorola styling, quality and value! See your dealer today.

specifications subject to change without notice

ONLY MOTOROLA GIVES YOU THESE EXCLUSIVE FEATURES

GLARE-GUARD. The curved anti-reflection TV screen that minimizes glare and directs annoying reflections below eye-level.

FASHION AWARD STYLING. Designed and finished with the same care given the finest furniture in your home.

DEPENDA-BILT CHASSIS. Factory-tested under extreme conditions before shipment to assure longer, better performance.

2 SIMPLE CONTROLS. Speedy, easy tuning . . . just turn it on, select your station! That's all there is to do!

"MUSIC LOVER" SOUND. Improved, wider range reception, plus greater fidelity in tone and pitch, of both music and voice.

TWENTY-TWO YEARS OF LEADERSHIP

- World's largest independent manufacturer of auto radios.
- World's largest maker of mobile 2-way radio communications equipment.
- One of the world's four largest manufacturers of television.
- One of the world's largest electronic research and development laboratories.

Motorola TV

SEE the 4-STAR REVUE every week on NBC-TV

Motorola Television, 1951

▶ *Zenith Television, 1950*

Philco takes the picture tube out of the chassis
...protects it with a face of tough Butyrate plastic

The new line of Philco Predicta TV sets is another example of how Tenite Butyrate plastic can be used to improve the design and sales appeal of products.

Thanks to the toughest "face" on TV—a one-piece molding of clear Tenite Butyrate, tinted to minimize glare—Philco now features a picture tube that is dramatically set apart from the chassis.

Although many factors contributed to the choice of Butyrate here, the basic consideration was its inherent toughness, since a separated picture tube would be exposed to extra hazards.

In Butyrate, Philco engineers found a material with all the toughness and impact resistance they needed. Moreover, this Eastman plastic also satisfied the other requirements involved... light weight... optical clarity... resilience... easy moldability... high dielectric strength.

Incidentally, the color that imparts an eye-easing tint to the face is part of the plastic itself. Philco designers were able to specify the color desired, and Tenite molding compound was supplied to the molder in an exact match. Result: the tinting color is an integral part of the face, not merely a coating that might wear, chip or flake off.

If you are designing or redesigning a product, consider Tenite Butyrate whenever you need a truly tough plastic. Easy to mold, extrude or vacuum-form, Tenite Butyrate is available in clear and colored transparents, translucents, opaques, metallics, and variegations to match your specifications. For more information, write EASTMAN CHEMICAL PRODUCTS, INC., subsidiary of Eastman Kodak Company, KINGSPORT, TENNESSEE.

TENITE
BUTYRATE
an Eastman plastic

Tenite Butyrate Plastic, 1959

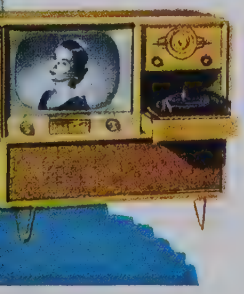
▶ *Westinghouse Television, 1953* ▶▶ *RCA Victor, 1957*

NEW ELECTRONIC EYE ADJUSTS PICTURE FOR YOUR EYE COMFORT...AUTOMATICALLY

Now you, your family and friends, can enjoy the ultimate in TV viewing comfort. Westinghouse, with electronic eye sensitive to light, does away with irritating glare and washout when room light dims or brightens. Picture automatically keeps the brightness and contrast your eyes like best. So miraculous, you must see it at your Westinghouse dealer's now. Prices of Westinghouse '54 TV begin at a modest $189.95*. Westinghouse Electric Corporation, Television-Radio Division, Metuchen, N. J.

*Prices include Federal Tax and full-year picture tube warranty. Slightly higher in West and Southwest.

New for '54! Westinghouse with Exclusive Automatic Brightness Control



PICTURE-PERFECT COMBINATION! The Charlton (left—790C21), in blond limed oak, has 3-speed record player, powerful radio, 21-inch television. The 21-inch Middleton (above—784K21), in rich mahogany veneer, has matched-grain doors.

TUNE IN EACH WEEK ON TV . . . WESTINGHOUSE PRO FOOTBALL . . . WESTINGHOUSE STUDIO ONE

YOU CAN BE SURE...IF IT'S Westinghouse

Look! Portable TV from $129.95– It's a wonderful Christmas

Easy to see why Santa delivers more RCA Victor TV than any other kind. No other TV offers so many fine features or such a choice of models—47 of them, completely new inside and out.

New lean, clean and mirror-sharp black-and-white TV. Dramatically slender and clean of line, it fits beautifully where other TV couldn't go at all. Cabinets are up to 9½ inches slimmer! And look at the *variety:* trim table models, TV that rolls, swivels and even fits *in corners.*

Listen to it! That's Balanced Fidelity Sound—the finest! You also get the newest tuning features and "One-Touch" on-off control.

New "Flight-Line" Portables. Breezy, easy-going TV to take along, in every popular size. Popular prices, too. Your ideal second set.

Most important, every model gives you RCA Victor's new "Mirror-Sharp" picture for the sharpest, clearest contrasts in TV!

New "Living Color" TV, including the superb new Mark Series. The happiest surprise a Santa could put under any tree, the gift of color! It's *performance-proved*—backed by service records from tens of thousands of homes. The colors come in bright, natural, with realism that's near startling. Tuning is a snap. The picture *holds* sure and steady. And you get great color programs every day *plus* all the black-and-white shows.

Contact your favorite Santa or TV dealer—and ask for RCA Victor TV *soon*—you'll make sure of a wonderful Christmas.

BE SURE TO SEE the Perry Como show on Saturday evenings—and the George Gobel-Eddie Fisher shows on Tuesday evenings. Also "Tic Tac Dough" on Thursday evenings and "The Price Is Right" on Monday evenings. All on NBC-TV.

orner TV–lowboys–Living Color!
n RCAVictor land!

ssau, 14PT802, 14"* portable, 108 sq. in. viewable area. finish. $129.95.

ialite, 17PD809, 17"* Deluxe portable, 156 sq. in. view- rea. Blue-and-gray finish. $189.95.

thaway, 21PD811, 21"* Deluxe portable, 262 sq. in. le area. Ebony-and-gold finish. $229.95.

on, 21T820, 21"* super table TV, 262 sq. in. viewable area. finish. Optional power tuning, remote control. $199.95.

land, 21T824, 21"* swivel table TV, 262 sq. in. viewable Mahogany grained finish. $219.95.

ding, 21T837, 21"* super console, 262 sq. in. viewable imed oak grained finish. $239.95.

gston, 21T840, 21"* super glide-along console, 262 sq. vable area. Limed oak grained finish. $269.95.

lvern, 21T847, 21"* "Custom-Corner" TV, 262 sq. in. le area. Walnut grained finish with blond face. $289.95.

I. Garvey, 21T846, 21"* lowboy, 262 sq. in. viewable area. Birch finish. $289.95.

J. Longport, 21T842, 21"* super console, 262 sq. in. viewable area. Limed oak grained finish. $309.95. Other finishes $299.95.

K. Robbins, 21D852, 21"* Deluxe console, 262 sq. in. viewable area. Mahogany grained finish. $349.95.

*Tube overall diagonal measurement.

L. Montgomery, 24D867, 24"* Deluxe lowboy, 332 sq. in. viewable area. Birch finish. $395.00.

M. Aldrich, 21CS781, 21"† Color TV table model, 254 sq. in. viewable area. Mahogany grained finish. $495.00.

N. Anderson, 21CD886, 21"† Mark Series Color TV console, 260 sq. in. viewable area. Walnut grained finish. $750.00.

†Tube overall diameter measurement.

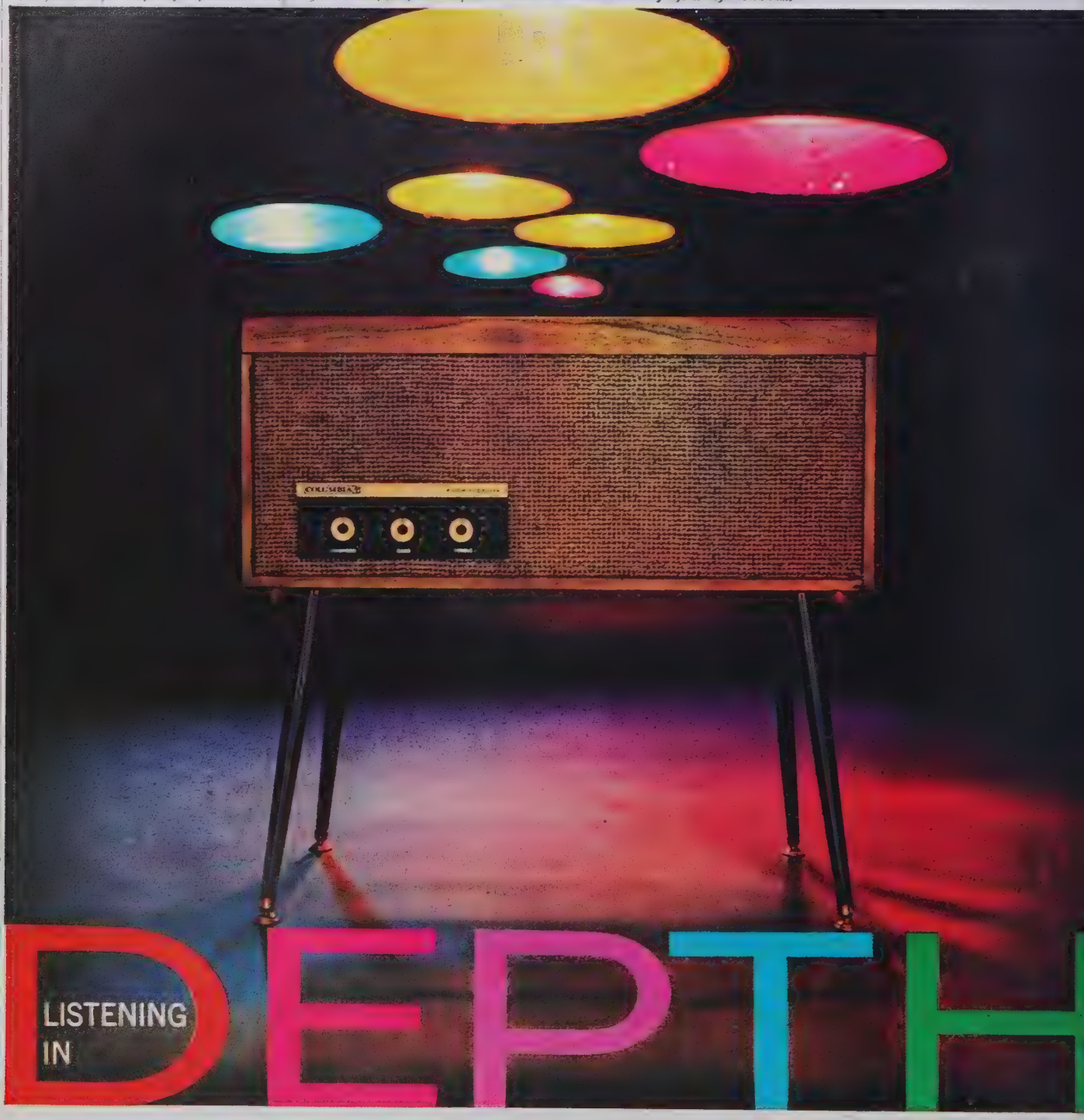
GIVE "THE GIFT THAT KEEPS ON GIVING"

RCA VICTOR

Trademark RADIO CORPORATION OF AMERICA

Mfr's nat'ly adv'd VHF list prices shown. UHF optional,* extra. Slightly higher far West, South. Prices, specifications subject to change. **RCA VICTOR FACTORY SERVICE CONTRACT.** Fine service for the finest in television! Only RCA Victor TV owners can buy an RCA Victor Factory Service Contract for expert service and installation by RCA's own technicians. Branches in most TV areas.

Illustrated: Columbia Model 512 —Deluxe High-Fidelity Phonograph with D.E.P., available in hand-rubbed Mahogany, Limed Oak, or Walnut finishes. 4-speed automatic changer. Three spe Two jewelled style. Frequency response 30 to 18,000 cycles. Treble, bass, and compensated loudness controls. Matching legs at slight extra cost.*



A NEW EXPERIENCE IN "360" HIGH-FIDELITY EXCLUSIVE WITH COLUMBIA

First, Columbia gave you the modern long-playing record. Then, famous "360" sound, which brought high fidelity into your living room. Now, for this Christmas, Columbia research brings you a new adventure in sound. Directed Electromotive Power (D.E.P.*) introduces the miracle of the sealed sound chamber for tonal balance throughout the *entire* listening range. By exploring the whole universe of human hearing, both subconscious and conscious, Columbia now makes it possible for you and your family to e perience the excitement of "Listening in Depth."

There are more than thirty-five 1958 Columbia Phonographs which embod the new characteristics of "360" sound . . . portables, consoles, combin tions, in a wide and attractive price range. As a treasured gift at Christma nothing can match the pleasure of a high-fidelity Columbia Phonograp

THE GREATEST NAME IN SOUND . . . *enjoy the Sound of Genius on Columbia Records . . . protect your valuable records with Columbia Accessori*

from $29.95 to $1,995 . . . COLUMBIA PHONOGRAPHS

* "Columbia" "360" Marcas Reg. *Patent Pe

Hi Ho! Come to the Fair!

GREAT 1958 WEBCOR HI-FI VALUE FAIR!

Check these red-tag specials for the greatest values in High Fidelity!
Visit your dealer now . . . ask for the Webcor red-tag Hi-Fi values.

Ravinia High Fidelity Fonograf—Aristocrat of consoles! "Magic Mind" Diskchanger. 4 speakers—18 watts—50 to 15,000 cycles. In mahogany, limed oak or cherry. Also available with AM-FM radio.

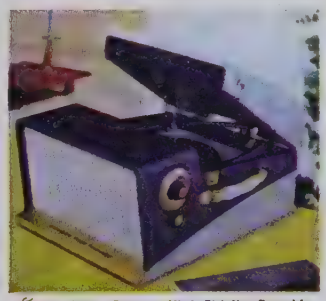
Overture High Fidelity Fonograf—A marvelous family gift! "Magic Mind" Diskchanger. 3 speakers—8 watts—50 to 15,000 cycles. In mahogany, limed oak or cherry. Also available with AM-FM radio.

Prelude High Fidelity Fonograf—Rich styling . . . magnificent music! "Magic Mind" Diskchanger. 3 speakers—powerful amplifier—50 to 15,000 cycles. In mahogany, limed oak or cherry. Also comes with fine AM radio.

Musicale High Fidelity Fonograf—World's most popular table model! "Magic Mind" Diskchanger. 3 speakers—powerful amplifier—50 to 15,000 cycles. Mahogany, limed oak or cherry. (Matching base extra.)

Musicale High Fidelity Portable—Thrilling music—encased in genuine leather! "Magic Mind" Diskchanger. 3 big speakers—8 watts—50 to 15,000 cycles. In ginger or tan.

Holiday Imperial High Fidelity Portable—Engineered for Console reproduction! "Magic Mind" Diskchanger. 3 speakers—big amplifier—50 to 15,000 cycles. Ebony or tan.



Holiday Coronet High Fidelity Portable—Sensational high fidelity! "Magic Mind" Diskchanger—2 speakers—big amplifier. Ebony and grey or brown and tan.

Holiday High Fidelity Portable—Most popular portable built! "Magic Mind" Diskchanger—2 speakers—wide-range amplifier. Ebony or rust. Also with AM radio.

Imperial Stereofonic Tape Recorder—Unequaled stereo playback of binaural tapes. High fidelity. "No reel-turnover" for monaural record and playback. "Aural Balance" Remote Control. 6-speaker auxiliary sound system (extra). Also available with AM radio.

Royal Coronet Stereofonic Tape Recorder—Superb playback of binaural tapes. High fidelity. Records and plays back monaurally without "reel-turnover." Equipped for "Aural Balance" Remote Control. 3-speaker auxiliary sound system (extra). Ebony or white.

Royal High Fidelity Tape Recorder—Favorite the world over! High fidelity. Frequency range 70 to 7,000 at 3¾ i.p.s.; 50 to 12,000 at 7½ i.p.s. Records and plays back monaurally without "reel-turnover." Ebony or white. Also with AM radio.

Regent Stereofonic Tape Recorder—Thrilling binaural reproduction. Also has all features of the standard monaural models. Plays in vertical or horizontal position—only 31 pounds. 3-speaker auxiliary sound system (extra). Ebony. Also in monaural version.

All Models UL Approved

LISTEN *all music sounds better on a* **WEBCOR**

Columbia Phonographs, 1957 ◀ *Webcor, 1958* ▶ *Motorola Hi-Fi, 1957*

VOLUME
TREBLE
BASS

POP MUSIC

17 in. diagonal measurement—184 sq. inches of picture area. Comes in Blue and Mist Gray, Mahogany and Fan Tan and Mist Green, Anniversary Gold and Ivory. Model 17T121 shown.

The gift they'll take to their hearts...and everywhere!

General Electric Big-Screen Portable — the portable that — when tested — pulled in a sharp picture 62½ miles from the station.

Here's the most exciting—and most practical—gift you can put under your family's tree! *Here's a television set that works wherever a console will, yet goes where a console won't.*

It's only 30 pounds (the lightest of big-screen portables). Yet in actual tests in New Jersey, it brought in a sharp, clear picture 62½ miles from the station, using its own built-in, telescoping antenna.

We do not claim this performance in every locality — it depends on local conditions. At any rate, it works wherever a console will, because the new tetrode tuner gives greater picture power than before.

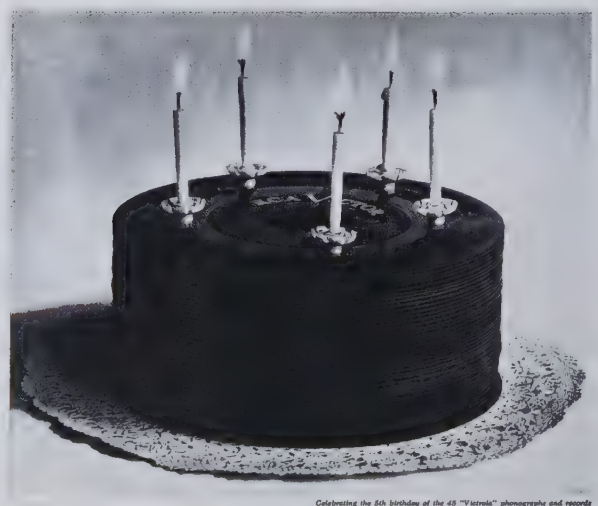
It's got General Electric's new 110° aluminized picture tube, too. This gives it the new Slim Silhouette—a mere shelf deep 15 inches. Yet the picture's 11 sq. inches larger than before. The controls are on top—out of the way; the handle's retractable.

Stop in and see it at your dealer's now—you'll settle all your Christmas shopping.

GENERAL ELECTRIC

Retail prices will include Federal excise tax, one-year warranty on picture tube, 90 days on parts. UHF at small additional cost. Prices subject to change without notice. General Electric Company, Television Receiver Dept., Syracuse, New York.

General Electric Television, 1957



Celebrating the 5th birthday of the 45 "Victrola" phonographs and records

The 5th Anniversary of "45" brings many happy returns to you!

Crowning achievement of the "45" system is the *Extended Play Record* which brings you great music for 40% less than you used to pay

Just 5 years ago RCA Victor introduced the "45" RPM system and gave you a reward of new listening pleasure.

With the touch of a button you could sit back and enjoy nearly two hours of your favorite music. There were no changes to make . . . no bulky albums to tote and store . . . and you were rewarded with music that was richer, truer—with all the brilliance of "live" performance.

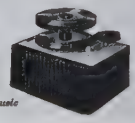
Moreover, the "45" became the *only* system that played every kind of recorded music—and played them all automatically, selectively.

Today, with the *new* RCA Victor 45 Extended Play records, you have all these advances—plus one happy financial return: *more music for less money.*

These extraordinary little records bring you the same amount of great music as two 12" old-style records, yet cost little more than half as much.

RCA's continuing program of research in other fields of home entertainment—radio, television, tape-recording, and high fidelity, brings happy returns for millions of Americans.

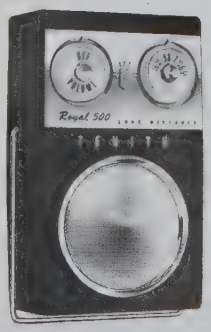
RCA pioneered and developed compatible color television



RADIO CORPORATION OF AMERICA

World leader in radio—first in television—first in recorded music

RCA, 1954



New design! New distinction

in the world's finest all-transistor pocket radio — Zenith's new Royal 500E!

- Up to 300% more sensitivity from Zenith's specially designed circuit!
- New inverted cone speaker for richer, fuller tone.
- Vernier pin-point tuning; built-in Wavemagnet® antenna.
- Elegantly styled, nonbreakable case in maroon, ebony color or two-tone off white and Brick Red, the Royal 500E $75.00*. Attachment for private listening, optional at extra cost. Other Zenith quality pocket radios from $39.95.*

ZENITH *The quality goes in before the name goes on*

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 41 years of leadership in radionics exclusively. *Manufacturer's suggested retail price. Prices and specifications subject to change without notice.

Zenith Radio, 1959

Look at the new Motorola Portables!

Motorola, Inc., WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

Motorola Radio, 1955

▶ *Philco Television, 1957*

PHILCO

Miss America

MODEL 6624TM

"MISS AMERICA" CONSOLE. Truly the most beautiful, most talented TV of all. Hyper-power touch-panel tuning, Custom De Luxe chassis. Wrap-Around Sound. Phono-jack. Brilliant, 332-sq.-in. picture. Arm Chair remote control optional. Mahogany or blond woods.

OOK AHEAD
. . *and you'll choose*
PHILCO®

NEW

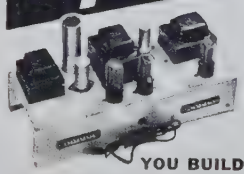
I'LL TRAIN YOU FOR YOUR FCC LICENSE

A Federal Communications Commission Commercial Operator's License puts you in line for a good job in Radio or Television Broadcasting, Police, Marine, Aviation, Two-way, Mobile or Micro-wave Relay Radio. Mail coupon below for 64-page book FREE. It will give you complete facts about my NEW Communications course.

YOU BUILD THIS TRANSMITTER

with parts I send. With this Transmitter you practice how to put a station "on the air." You perform procedures demanded of Broadcast Station Operators, conduct many experiments, make many practical tests.

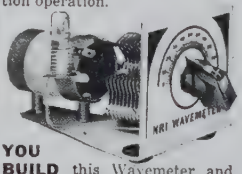
LEARN COMMUNICATIONS by PRACTICING at Home in Spare Time



YOU BUILD this Transmitter Power Supply used in the basic experiments in RF and AF amplifiers, frequency multipliers, buffers, etc.

YOU MEASURE current, voltage (AC, DC and RF), resistance and impedance in circuits with Electronic Multitester you build. Shows how basic transmitter circuits behave; needed to maintain station operation.

YOU PRACTICE setting up code, amplitude and frequency modulation circuits (put voice, music, etc., on "carrier signals" you produce). You learn how to get best performance.



YOU BUILD this Wavemeter and use it to determine frequency of operation, make other tests on transmitter currents.

Get Practical Experience on Circuits Common to Radio & TV

Ever think HOW FAST Radio-Television Communications is changing, developing, growing? Have you considered what this amazing progress can mean to you?

Even without Television the industry is bigger than ever before. 105 million home and auto radios, 2900 Radio Broadcasting Stations, 108 TV Stations with 1800 more now authorized. Expanding use of Aviation and Police Radio, Micro-Wave Relay, Two-Way Radio for buses, taxis, etc. makes opportunities for Communications Technicians and FCC Licensed Operators. New jobs, more jobs for beginners! Better jobs, better pay for experienced men!

Television Is Today's Good Job Maker

In 1952, over 18,000,000 homes had TV sets. More are being sold every day. The "Freeze" on building new TV stations has been lifted. The time to act is NOW! Start learning Radio-TV communications. America's fast growing industry offers good pay, a bright future, security. If you are a beginner, my course can help you get FCC License, prepare for the job you want. If you've had some training in Radio or Radar, or as a Licensed Operator, my course modernizes, increases the value of your knowledge.

J. E. SMITH, President
National Radio Institute
Washington, D. C.

For 38 years, the leader in training men for Radio-Television.

MY COURSE INCLUDES TELEVISION

Includes New Developments

Mail coupon now for facts about my practical course in Radio-Television Communications. Let me send you my FREE book. See the nine big Kits of Parts I send that "bring to life" theory you learn. You get practical experience by working on circuits common to both Radio and Television; also lessons on TV principles. Read about the Transmitter you build and operate, about the Electronic Multitester you get. All equipment is yours to keep.

My graduates are filling jobs, making good money in both Radio and Television. Remember, the way to a successful career in Television is through experience in Radio.

Servicing Training Also Offered by N. R. I.

If you prefer a good-pay job in Radio-Television Servicing . . . or your own money-making Radio-Television Sales and Service Shop, I'll train you at home. My famous Servicing Course also includes many Kits of Radio Parts. You use them to get PRACTICAL EXPERIENCE with circuits common to Radio and Television. I also show you how to make $5, $10 a week or more EXTRA MONEY fixing neighbors' Radios while training. Full information in my 64-page book. . . . Mail coupon.

Mail Coupon for Book FREE

Send today! See what my Communications course is like. Find out how I get you ready for a brighter future, better earnings, more security in Radio-Television. Send coupon now in envelope or paste on postal. NO OBLIGATION, NO SALESMAN WILL CALL! My book, sent to you FREE, tells the full story. J. E. SMITH, President, Dept. 3 CE, National Radio Institute, Washington 9, D. C. Our 39th year.

Training Leads to Jobs Like These

BROADCASTING
Chief Technician
Chief Operator
Power Monitor
Recording Operator
Remote Control Operator

SHIP AND HARBOR RADIO
Chief Operator
Assistant Operator
Radiotelephone Operator

GOVERNMENT RADIO
Operator in Army, Navy, Marine Corps, Coast Guard
Forestry Service Dispatcher
Airways Radio Operator

POLICE RADIO
Transmitter Operator
Service Technician

AVIATION RADIO
Plane Radio Operator
Airport Transmitter Operator

TELEVISION
Pick-Up Operator
Voice Transmitter Operator
TV Technician
Remote Control Operator

I TRAINED THESE MEN

"My position with WNBT is video control engineer on the RCA color project. I owe a lot of my success to your textbooks."—Warren Deem, Malverne, N. Y.

"I am a technician at WTOP in Washington and I like it very much. Most of my radio knowledge was from N.R.I."—John Britto, Hyattsville, Md.

"My first job was with KDLR, obtained for me by your Graduate Dept. Now in charge of Radio Equipment for Police Dept."—T. S. Norton, Hamilton, O.

"A former employer recommended N.R.I. training. Now employed as transmitter operator at WKBO."—Albert Herr, New Cumberland, Pa.

MAIL NOW-BOOK FREE

MR. J. E. SMITH, President, Dept. 3 CE
National Radio Institute, Washington 9, D. C.

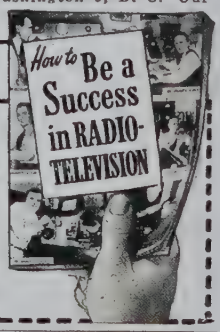
Mail me your 64-page Book about Radio and Television Communications opportunities and training. (No salesman will call. Please write plainly.)

Name.....Age.....

Address.....

City.....Zone.....State.....

Approved Under G. I. Bill



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National Radio Institute, 1953

Admiral Television, 1950

DeForest's Training, Inc., 1953

Sprayberry Academy of Radio, 1953

Radio-Television Training Association, 1953

Fabulous FEDERAL COOKWARE!

Fabulous PINK

Fabulous PRICES

ADVERTISED IN LIFE

FEDERAL VOGUE ENAMELED WARE
TITANIUM ADDED FOR EXTRA LIFE
FEDERAL ENAMELING & STAMPING CO.

99¢

(2 QT. SAUCEPAN WITH COVER)

Easy-to-clean PORCELAIN ENAMELED WARE!

Now, have the year's most fashionable cookware color — PINK — and have it at low prices you thought were *out* of fashion! Now, cook, serve, store in the same pot — yet pay *less* than you ever believed possible. No other cookware is so easy-to-clean *completely* — so sanitary. Yesterday's flavors never stay for today; even your most delicate sauces will be cooked to perfection. The price will never be better . . . the color is *right* — and *permanent*. See Federal Vogue PINK enameled ware today!

AT YOUR FAVORITE HOUSEWARES COUNTER

Federal
FEDERAL VOGUE ENAMELED WARE

FEDERAL ENAMELING AND STAMPING CO.

Windsor shape Open Sauce Pans. Set of three, ¾, 1, 1½ qts. . . . 1.49

Percolator with aluminum inset. Generous 8 cup size. . . . 1.69

8" Fry Pan. Easy to clean and so attractive to hang on wall . . . 99c

Flavor-Saver Covered Pots. Handy 3⅞ qt. size . . 1.49, 5⅝ qt. . . 1.79

Oval Dish Pan, 9¼ qt. size . . . 1.39
Round, 8⅜ qt. 1.19 — 11½ qt. 1.39

Pudding Pan with rolled rim. 1¾ qt. size . . . 49c, 3½ qt. . . . 59c

2 qt. Tea Kettle (wood grip) . . . 1.49
Family-style 5 qt. size 1.98

Combination Cooker. You can use it five different ways. 2 qt. 1.89

Prices may vary slightly according to location

Philco Portable Television, 1959 ◀ *Federal Enameled Ware, 1955*

▶ *Dixie Cups, 1954*

A Kitchen-Size DIXIE CUP Dispenser ends between-meal clutter!

- No more piled-up counters and sinks!
- No more between-meal dishwashing!
- No more glasses to be dried and put away!
- No more broken glasses!
- Handy for the whole family... the year 'round!
- For fruit juices! Milk! Soft drinks!
- Ideal for outdoors during hot summer months!

Look for the big economy size... the thrifty way to buy Dixie Cups for everyday home use

Dixie is a registered trade mark of the Dixie Cup Company

ow! Dixie Cups Do So Much... Cost So Little!

Sunbeam Ironmaster

Sunbeam Mixmaster

▶ *Sunbeam Mixmaster, 1951*

THE PERFECT GIFT
for her wedding
or anniversary

NEW Sunbeam

MODEL 10 AUTOMATIC

MIXMASTER

REG. U. S. PAT. OFF.

NLY THE NEW SUNBEAM MIXMASTER
all the marvelous new features that give you higher, er cakes—creamier, fluffier mashed potatoes—velvet-oth icings and sauces—better, easier food-preparing nd the clock. So be sure the mixer you get (or the one receive as a gift) is the NEW Sunbeam—the original and ONLY Mixmaster. There's only ONE by that name. Nearly n million enthusiastic users are its best advertisements. also the mixer for which there are such marvelous attach-ts as the combination Food Chopper-Meat Grinder, peed Drink Mixer, Butter Churn and others. On sale ever good electric appliances are sold.

Sunbeam Mixmaster does the perfect mixing job because bowls revolve automatically. The new BOWL-FIT beaters in correct relation to the bowl. ALL the mixture goes into through them for EVEN mixing every time. Your hands always FREE to add ingredients in correct proportion. patented-governor controlled POWERFUL motor automatic maintains speed for which beaters are set whether the b thickens-up or thins-out. You get EVEN mixing at all ti

NEW, LARGER HEAT-RESISTANT BO
Both bowls are now la The large bowl now hol quarts for generous qu ties of batter, potatoes whipping, etc. The sm bowl is now sufficiently l to whip 6 eggs for a do meringue, etc.

LIGHTER...HIGHER... FINER-TEXTURED CAKES!

More *EVEN* mixing and greater AERATION with these NEW, LARGER BOWL-FIT BEATERS

See how all the batter is carried into and through them—how their surfaces conform to the actual contours of the bowl. No piling up of dry ingredients on the outer edges. No unmixed whirlpools. No by-passed pockets. All the batter gets a thorough, even mixing in LESS TIME—*automatically.*

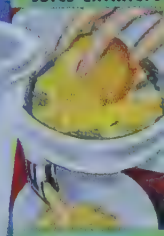
The larger outside BOWL-FIT beater is curved to fit the contour of the bowl all the way to the bottom. The larger inside BOWL-FIT beater is shaped to cover the flat bottom surface all the way to the center. You get these exclusive Bowl-fit Beaters only in the new Model 10 Automatic Sunbeam Mixmaster.

above actual photograph shows sections of angel food cakes e in baking tests with the best of the ordinary food mixers and the new Sunbeam. You can SEE and TASTE the difference when food mixer is the new Sunbeam Mixmaster. Sunbeam Mixmaster's er, lighter, finer textured cakes are a result of the better mixing greater aeration the new larger Bowl-fit beaters give you.

AUTOMATIC MIX-FINDER DIA

Perfect mixing speeds ri at your fingertips. EASY-T SEE, EASY-TO-SET.

AUTOMATIC JUICE EXTRACTO



Oscillating strainer autom ically joggles the juice ou the pulp. Faster. Easier-to-

AUTOMATIC BEATER-EJECTOR

Tilt the handle—out Bowl-fit beaters individu for easier cleaning. No ing. No messy fingers. other exclusive Mixm advantage.

© SUNBEAM CORPORATION, Dept. 84, Chicago 50, Illinois • Canada: 321 Weston Rd., Toronto 9

Only the original liquefier-blender...

the Osterizer REG. U. S. PAT. OFF. can bring you the full benefits of modern meal-making

THIS remarkable liquefier-blender simplifies and speeds preparation of thrifty *complete meals* from appetizer to dessert. It works magic with leftovers; liquefies fruits and vegetables; makes mayonnaise, cheese spreads, salads, dressings; purees for soups and baby feeding — saves its cost many times over in dozens of meal-making ways. Just read what it can do — it chops, grates, grinds, pulverizes, purees, mixes, liquefies, blends, churns. Remember, there is only one OSTERIZER . . . look for the features listed below when you buy. See your dealer. Mail the coupon.

Oster HIGHEST QUALITY ALWAYS Guaranteed by Good Housekeeping

A detailed recipe book packed with the Osterizer gives you hundreds of food prep modern ideas.

Only the Osterizer has all these seven (7) exclusive practical features:

Only the OSTERIZER has a glass container open at both ends. This exclusive feature permits thorough and speedy removal of all ingredients from the glass container.

Only the OSTERIZER construction permits a thorough and complete cleaning of the cutting blades.

Only the OSTERIZER container bottom is threaded so fit the standard canning jar:

a. This feature is ideal for use in preparing baby foods; spreads, grinding coffee, grains for cereals, dried beans and peas for soups; sauces; etc.

b. Saves time by eliminating the transfer of ingredients to another container for refrigeration or storage.

Only the OSTERIZER has a tapered cutting wall to permit constant and continuous feeding of ALL ingredients to the cutting blades. This exclusive feature permits faster, finer dry grinding, more rapid and complete liquefying-blending-mixing action.

Only the OSTERIZER has a grip-tier sets that holds container firmly in the base — releases quickly. No pans. No slop.

Only the OSTERIZER has a high speed powerful motor designed to perform all food processing operations with perfection.

Only the OSTERIZER has a tapered, easy-to-clean, fully enclosed motor base.

© 1953

Other famous Oster appliances for better living and perfect giving

OSTERETT Portable Mixer — the only lightweight, powerful mixer for every mixing need

OSTER Knife Sharpener — the only sharpener that sharpens both sides of the blades at once.

OSTER STUR-U-LAX Jeniter — the only massage vacuumers with suspended motor action.

OSTER AIRJET Hair Dryer — the only hair dryer with today's modern "air" design. Faster hair-dos and shampoos.

JOHN OSTER MFG. CO., Racine, Wisconsin
Please send me complete details on the OSTERIZER and other OSTER products. H-B-1953

Your Name _____

Address _____

City _____ State _____

Osterizer, 1952

Done...with the new Waring Coffee Mill

Your reputation as a host is made! With the new Waring Coffee Mill, dozens of exotic coffee brews are yours. Friends will be delighted when you serve Italian Espresso, an ibrik of Turkish coffee, or a tall glass of Cappuccino at your next party. No coffee can match coffee made from the freshly ground bean, and that applies to flaming Café Brûlot or the mouth-watering Russian recipe blending cocoa with coffee. Only the absolute freshness of on-the-instant grind can do it—and that freshness is yours with the Waring Coffee Mill, the mill that grinds your coffee when you want it, the way you want it. Sixteen different grinds. Another smart attachment for every Waring Blender.

W.B.—Write for free Waring booklet on how to serve 23 different coffee recipes, the whole story of you and your Waring Coffee Mill. Write Dept. H, Waring Products Corporation, 25 West 43rd Street, New York City 36. Subsidiary of Dynamics Corp. of America.

Waring Coffee Mill, 1957

Thanks to The Thousands of Hostesses *Giving Stanley Parties Daily*

AT MORE than 12,000 STANLEY Hostess Parties every day, practical housewives now gather to shop comfortably for STANLEY'S many QUALITY PLUS Products. These convenient and time-saving shopping parties have now become a standard part of the social and business life of every community. This, in large measure, is due to you thousands of women who, by acting as STANLEY Party Hostesses, cooperate so splendidly with STANLEY Dealers everywhere. For this cooperation, we say to each and every one of you, "Please accept our sincerest thanks."

STANLEY LEADS with more than 150 QUALITY PLUS Products *featured exclusively* at STANLEY Hostess Parties—
Wonderful Mops (dry and wet), Brooms, Dusters, Household Brushes, Waxes, Polishes, many types of Cleaning Chemicals, to save time, work, money, in every phase of housekeeping.
Exquisite and practical Toilette Articles, Shampoos, Bath Accessories, Personal and Clothes Brushes; countless other articles to guard the health and enhance the appearance of each member of the family.

STANHOME CLEANING HOME PRODUCTS

Originators of the Famous Stanley Hostess Party Plan

STANLEY HOME PRODUCTS, INC., WESTFIELD, MASS. • STANLEY HOME PRODUCTS OF CANADA, LTD., LONDON, ONTARIO
Copyright Stanley Home Products, Inc., 1953

Stanhome, 1953

YOU CAN BE SURE..IF IT'S Westinghouse

A THING OF THE PAST!

One of our engineers vowed a great vow.

Never again, said he, will my wife have to go through the ancient and accepted ordeal of defrosting.

It doesn't make sense, said he, that in a country smart enough to put refrigerators in every kitchen, women should have to go into defrosting conniption fits because nobody ever really decided to prevent frost getting started.

Out of that vow came the new Westinghouse "FROST-FREE"* Refrigerator.

That name is literally true. Frost *doesn't get a chance* to build up in this refrigerator—because automatic things happen. And they happen so frequently and so fast that frozen foods and ice cubes stay solid through it all. No drippy trays to empty, no dials to set, no thermometers to watch. Efficiently and smoothly, the temperature is maintained at an even level that assures longer life, greater economy and safer, better foodkeeping.

Hundreds of thousands of kitchens are going to be blessed by their mistress' belief in the words we live by—You can be sure...if it's Westinghouse.

*Frost-free means more

WESTINGHOUSE ELECTRIC CORPORATION • • • PITTSBURGH • PA.

Westinghouse, 1950

▶ *Alcoa Aluminum* ▶▶ *Lenox China, 1957*

Hors d'oeuvre tree with arrangeable components, salad service and electric casseroles, all of aluminum, designed for the Alcoa collection by Don Wallance. Photographed by Becker-Horowitz.

FORECAST: THERE'S A WORLD OF ALUMINUM IN THE WONDERFUL WORLD OF TOMORROW . . . where the loveliest pieces on your festive table will be aluminum . . . gay and colorful aluminum . . . anodized, or porcelainized, or brushed to satiny richness . . . aluminum tableware so versatile you will cook in it, serve in it, and create table arrangements as original as a Gauguin canvas. Aluminum Company of America, Pittsburgh.

ALCOA ALUMINUM

Anchorglass *makes every meal a party!*

Now! Enjoy the luxury of Festive Forest Green Dinnerware and Stemware in complete sets!

18 PIECE HOSTESS SET
in gift carton ... *about* **$2.49**
FOUR CUPS · FOUR SAUCERS · FOUR DINNER PLATES · FOUR SOUP OR CEREAL BOWLS · SUGAR · CREAMER

22 PIECE HOSTESS SET
in gift carton ... *about* **$3.29**
FOUR CUPS · FOUR SAUCERS · FOUR DINNER PLATES · FOUR SOUP OR CEREAL BOWLS · FOUR GOBLETS · SUGAR · CREAMER

All these pieces are available individually in open stock at very low prices. For example, cups, saucers, 10¢ each.

IT'S truly a gay occasion when you set your table in jewel-bright forest green glass tableware. Everything matches beautifully—plates, cups, saucers, goblets. Matches in color and pattern, too! And see how cleverly the crystal-clear base of the stemware sets off the deep, rich emerald body.

Even if you have an "everyday" set of dinnerware, you'll want one of these Forest Green Hostess Sets for parties, evening spreads, buffets, television snacks . . . or to give as extra special gifts. At these amazingly low prices, it is the value of a lifetime!

Forest Green Hostess Sets are available wherever glass is sold. If your dealer does not have them, he can get them for you by writing Anchor Hocking Glass Corporation.

30-Piece Hostess Set, smartly packed in gift carton . . . about **$4.29**
FOUR 9½" DINNER PLATES · FOUR 6½" SALAD PLATES · FOUR SOUP BOWLS
FOUR CUPS · FOUR SAUCERS · FOUR GOBLETS · FOUR SHERBETS · SUGAR · CREAMER

Each of these glasses is available in complete sets of 8 . . . about **$1.79** . . . smartly packed in gift cartons.
Or individual glasses can be bought in open stock for around 25¢ each.

Look for the name **Anchorglass** (Guaranteed by Good Housekeeping)
A PRODUCT OF ANCHOR HOCKING GLASS CORPORATION, LANCASTER, OHIO

7

Anchorglass, 1954

Libbey Glass, 1952

"Highlanders"* about $2.50 for 8. Hostess gives a tartan shower and "Highlanders" glasses . . . guests bring treasures in tartan.

"Good Cheer" about $6.00 for 8. Have the gang over for a song fest! Serve refreshing beer in Libbey's new "Good Cheer" pilsner.

"Merry Go-Round" about $3.50 for 8. Surprise party for Mom. Give her Libbey's practical, gay "Merry-Go-Round" glassed

"Curio"* about $3.50 for 8. Plan a father's day party for Pop . . . and give him his favorite "Curio" glasses.

"Let's all have a party" with HOSTESS SETS by LIBBEY GLASS

Gay for parties—gala gifts—these sparkling glasses designed by Freda Diamond. So thinly blown, yet practical, too—rims* defy chipping. Permanent colors. Gift-boxed.

*If the rim of a Libbey 'Safedge' glass ever chips, we'll replace the glass.
*Available in complete services. At all leading stores. Prices slightly higher in the South, West and in Canada. Look for the Libbey ⓘ on the bottom of every glass.

LIBBEY SAFEDGE GLASSWARE
AN (I) PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES · TOLEDO 1, OHIO

Libbey Glass, 1954

PROLON

The Greatest Name in Molded Dinnerware

Florence by PROLON

Aristocrat of Melamine dinnerware. Award-winning shapes. Jewel-like colors. Finest Melmac® quality. Fully guaranteed for two years.
Starter Set $15.95

Florence DECORATED by PROLON

For the first time, patterns on all pieces. Luminous colors on satin-white, translucent as the finest china. Break-resistant.
Starter Set $22.95

Beverly by PROLON

Never before such distinguished contemporary styling in Melmac* quality dinnerware, at such a moderate price.
Starter Set $9.95

Prolon Dinnerware, 1957

▶ *Servel Electric Wonderbar, 1952*

THE YEAR'S MOST EXCITING NEW IDEA FOR MODERN LIVING

SERVEL "Electric Wonderbar"

PORTABLE, SILENT REFRIGERETTE STYLED AS SMART FURNITURE

Silent as a Moonbeam!
Save countless trips upstairs to a sickroom or nursery!

Holds a Party Full!
Chills all your sodas, mixers, beer! Handy removable snack tray!

Serve icy drinks right from your own easy chair! So handy while watching TV!

Executives, Doctors!
Makes gracious hospitality as easy as opening a desk drawer!

It chills drinks and food! Freezes ice cubes! Rolls indoors or out! Serves as a refreshment center, a snack spot, a portable bar!

Ah!—Cold drinks, snacks, and ice right at your elbow—in a sleek cabinet that's smart in *any* setting! Open the door—there's a big serving shelf! Reach in—you'll find two big trays of ice cubes, plenty of space for food and drink! It's the perfect gift—the perfect servant for entertaining, parties, family fun!

Just plug it in! It's permanently silent. Freezing system has no moving parts to get noisy or wear—and it's covered by a 5-year warranty! Spilled drinks can't mar it. Uses no more current than a 150-Watt bulb. AC or DC, 32 to 230 volts. Mahogany, blond, white. See it wherever fine appliances are sold!

Wheel it Outdoors!
Enjoy it on your porch or patio! Ideal for boats, too! Legs or casters optional.

Servel

The name to watch for great advances in
REFRIGERATION and AIR CONDITIONING
GAS—ELECTRIC

©1952, Servel Inc.

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario

Royal Chi-net Paper Plates, 1956

Pyrex, 1954

so lovely... so practical... such...

fashionably-new dinnerware...made of Melamine

What is Melamine? Simply the most amazing material ever developed for dinnerware. Just imagine: the beautiful dinnerware you see here is so durable the manufacturers give you a replacement guarantee. Molded of Melamine, it defies chipping and cracking—stays lustrous and sparkling after repeated dousing in the hottest wash water. That's Melamine—modern plastic as you have never known it before—developed through years of research and testing, fashioned by leading dinnerware makers and top designers into exciting new shapes, colors and patterns. Take a good look at some of the many styles available. You'll see why designers and dilettantes agree dinnerware molded of Melamine makes a bright, beautiful setting for a banquet, buffet or Sunday brunch. And before you drop another breakable dish, see . . . feel . . . bounce today's new Melamine dinnerware. You'll find it at your favorite store.

Melamine Dinnerware, 1956

▶ American Cynamid Company, 1950

Monsanto reports: 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 lightness, fluid grace. Now plastic housewares are at home in every room of the house . . . reflecting the skill of craftsmen working with Lustrex, 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 these exciting new plastic housewares at your favorite store . . . you'll use them everywhere!

Lustrex, Reg. U. S. Pat. Off.

NO MORE "juggling" with new plastic TV snack trays—sectioned, 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 space-saver.

MONSANTO
CHEMICALS — PLASTICS ®

SERVING INDUSTRY...WHICH SERVES MANKIND

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.

Monsanto Plastics, 1953

Russel Wright **american modern***

A tradition that is contemporary . . . and *timeless* — the lasting loveliness of American Modern dinnerware on the tables of fine homes everywhere! For a luxurious New Year's setting, mix the lovely colors created by Steubenville Pottery — at this "little money" price, it's easy to own sets in *several* colors! Sixteen Piece Starter Set — in Black Chutney, Chartreuse, Granite Grey, Coral, White or Sea-foam Blue — 4 dinner plates, 4 bread-and-butter plates, 4 cups, 4 saucers, **$7.95**

Also in open stock. Write for brochure showing shapes, colors, prices, of complete dinner service. Express charges collect. No C.O.D. orders.

Boston Store

MILWAUKEE, WISC.

Also available at

*Reg. U.S. Pat. Off.

B. ALTMAN, NEW YORK • **NEUSTETER'S,** DENVER • **H & S POGUE,** CINCINNATI • **THE HIGBEE CO.,** CLEVELAND • **MAISON BLANCHE,** NEW ORLEANS

Russel Wright Dinnerware, 1951

...for mother

...because she's always wanted dinnerware
that's beautiful and guaranteed
break-resistant, too!

for the bride...

...because Melmac dinnerware is so smart,
so colorful, so carefree to use
she'll enjoy it happily ever after!

...for yourself

...because you want dinnerware that sets
lovely tables for your important dinners
and brightens up your everyday meals, too!

MELMAC®
dinnerware

Melmac quality melamine dinnerware
is guaranteed by its molders for a full year
against breaking, cracking and chipping.

Melmac is quality molded dinnerware
but not all molded dinnerware is Melmac.

Melmac is found in leading stores
under individual molder's brand names.

Look for the Melmac tag.

CYANAMID

MELMAC is the registered trade-mark of American Cyanamid Company, New York 20, N. Y., supplier of molding compounds to manufacturers of quality melamine dinnerware.

Melmac Dinnerware, 1956

▶ *Melmac Dinnerware, 1953* ▶▶ *Montamower, 1950*

"DAD--WE NEED A MONTAMOWER TOO"
DOES NOT SHAVE CROWN
TRIMS AS IT CUTS

"NO MORE LABOR,
NEIGHBOR"
C. Brower
Try it

LAWN-BOY *modern america's power mower*

Next time you're in Lamar, Missouri, stop in and see the men who make the Lawn-Boy and the way these superb machines are constructed.

If your trips to austral Missouri are rare, you can see a Lawn-Boy right in your own neighborhood. Enterprising merchants have them for sale in every community. Owners will tell you Lawn-Boy is so startingly different that it is folly to buy any other brand.

The new Lawn-Boy is lightweight, brilliantly designed and styled, staggeringly low in cost. Kitten-quiet but tiger-tough, Lawn-Boy does not one, but four big jobs of lawn maintenance (. . . . cuts grass, cuts weeds, trims close, mulches leaves).

And as the crowning feature there's the powerful 2 h.p. Iron Horse, the engine conceived and built exclusively for the new 1955 Lawn-Boy. Here, sir, there's power and to spare—but quiet as a pair of old sneakers.

Friend, do not buy a power mower carelessly. Talk to men who know them and use them. Seek out your Lawn-Boy dealer (believe us, he's not far). Try it, you'll buy it. *Made only by RPM Manufacturing Company, Lamar, Mo. A subsidiary of Outboard, Marine and Manufacturing Company, makers of Johnson and Evinrude outboard motors*

Lawn-Boy Power Mower, 1954

Lawn-Boy Power Mower, 1958

Simplicity Tractors, 1954

Vigoro Seeds, 1956

▶ *Sunbeam Rain King Sprinkler, 1954*

The Sprinklers You See on Beautiful Lawns Everywhere

Sunbeam Rain King

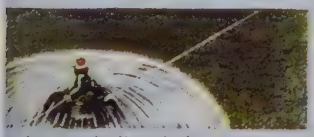
The BEST SPRINKLERS MADE

Both Sprinklers Give EXCLUSIVE Finger-Tip Control

Set Dial to Sprinkle
5 to 50 FEET *Automatically*

AMERICA'S Sensational NEW Automatic TRAVELING SPRINKLER

Travels any course up to 100 feet—Shuts off automatically. Travels straight or around corners. Set it . . . Forget it.



Automatically winds up stainless steel tape to pull itself across lawn. Shuts itself off.

America's two great automatic lawn sprinklers.

The Sunbeam Rain King on the left travels across the lawn up to 100 feet and shuts off by itself, and the one on the right is non-traveling. Otherwise both sprinklers are the same.

BOTH sprinklers have the automatic finger-tip dial which automatically sets distance and spray. Whether set for small or large areas the spray is always broken up by the speed of the revolving arms to give a natural rain-like shower.

BOTH sprinklers deliver the correct amount of water for deep soil saturation. BOTH offer conveniences found in no other sprinkler. Built-in Sunbeam quality throughout. Automatic non-traveling sprinkler, Model K, $9.25 (Colorado & West, $9.50). Automatic traveling sprinkler, Model K20, $39.50 (Colorado & West, $39.75).

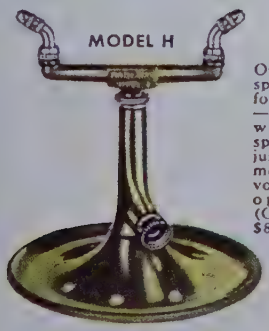
SEE SUNBEAM'S NEW PLASTIC GARDEN HOSE AT YOUR DEALER'S

AMERICA'S Most Popular Automatic NON-TRAVELING SPRINKLER

Both the non-traveling and traveling sprinklers give deep soil saturation for developing rich, thick, healthy lawns.

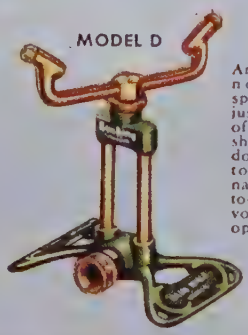
These famous sprinklers give a natural rain-like shower best for all kinds of lawns.

MODEL H



Outstanding for any sprinkling job. Ideal for newly seeded areas—throws more water when set with fine spray. Nozzles also adjustable for coarse or medium shower. Revolving or stationary operation, $8.50 (Colorado & West, $8.75)

MODEL D



America's most economical quality sprinkler. Nozzle adjustable for any kind of spray from misty shower to drenching downpour. Can be set to sprinkle circles, narrow strips, or hard-to-reach corners. Revolving or stationary operation, $6.50.

N1A HOSE NOZZLE

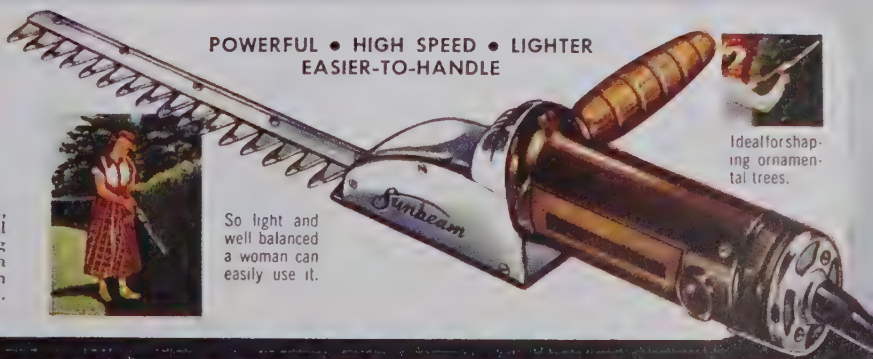
Solid brass with lasting beauty of chrome plate. Leakproof. Tarnish-proof. Quickly adjustable for any type spray. New type construction permits easier cleaning and repacking. Will discharge 400 gals. per hour on 30 lbs. pressure. $1.50.

Sunbeam HEDGE TRIMMER

Answers trimming needs of all your shrubbery, hedges, ornamental trees, etc. Saves time, gives professional results. Perfect for side trimming and shaping—cutting weeds, coarse grasses, etc. Sunbeam's "know-how" in building electrical appliances has gone into its design and construction. $49.75 (Colorado & West, $49.95).

POWERFUL • HIGH SPEED • LIGHTER EASIER-TO-HANDLE

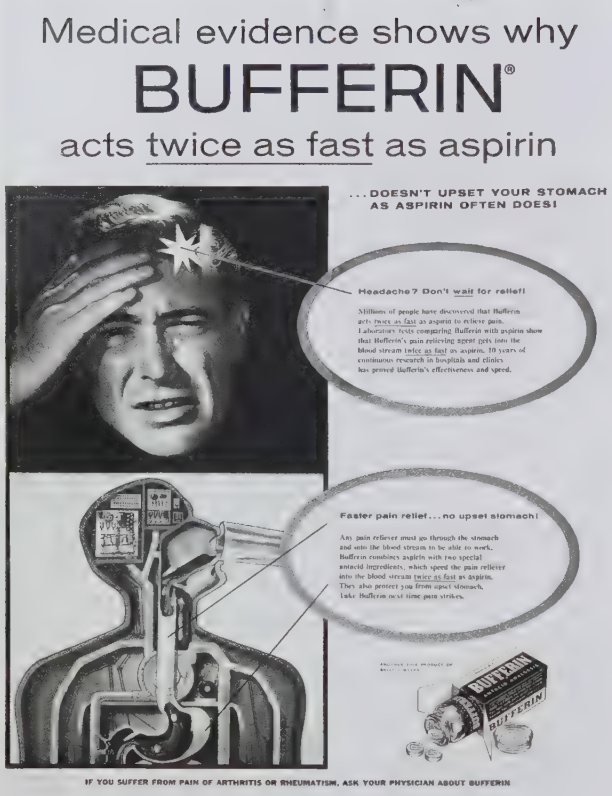
So light and well balanced a woman can easily use it.



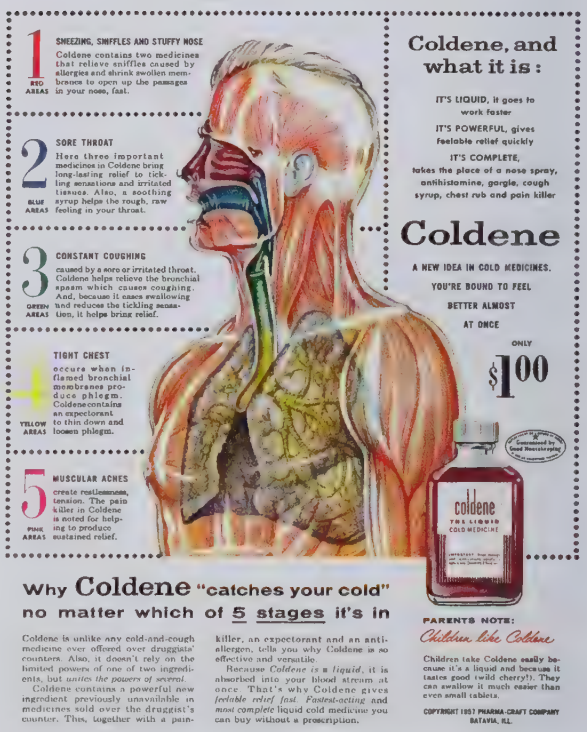
Ideal for shaping ornamental trees.

Sunbeam CORPORATION • Dept. 11, 5600 Roosevelt Road, Chicago 50, Illinois • Canada Factory: 321 Weston Road, Toronto 9, Canada

Famous for Sunbeam TOASTER, MIXMASTER, COFFEEMASTER, IRONMASTER, SHAVEMASTER, WAFFLE BAKER



Bufferin, 1956



Coldene, 1957

Lava Soap, 1950

Geritol, 1957 ▶ *Band-Aid, 1956* ▶▶ *The Home Insurance Company, 1954*

SUPER-STICK

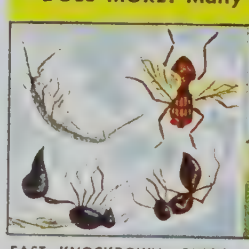
Now with **SUPER-STICK**. They stick better, protect better.

New BLACK FLAG Aerosol INSECT KILLER

IT'S HERE . . . the handiest, easiest-to-use insect killer you've ever seen . . . at a price *anyone* can afford! It's the *new* Black Flag Aerosol Insect Killer! Just a touch of your finger on the handy push-button releases a magic mist that's sure, sudden death for flies, mosquitoes, flying moths, gnats and other insect pests.

NO MUSS, NO FUSS with this neat, compact Black Flag Aerosol It's ready to use instantly. No spray gun to fill . . . no spilling, no dripping, no staining of walls, curtains, drapes or rugs. You get all the insect-killing power of the famous Black Flag formula, plus the modern convenience of the push-button Aerosol bomb.

COSTS LESS: Black Flag is priced lower than high-pressure bomb
DOES MORE: Many times more efficient than ordinary spray



FAST KNOCKDOWN, QUICK KILL! Black Flag's combination of ingredients works fast kills flies, mosquitoes, moths, gnats, wasps and other flying insect pests.

6 TO 8 SECONDS SPRAYING will clear the average room of flying insects Just follow simple directions Easy to aim the spray into corners, around light fixtures and lamps.

SUPER-EFFECTIVE! Black Aerosol's death-dealing goes after moths and wherever they are Will penetrate cracks and cre to kill roaches, spiders,

NO spray gun to buy!
NO dripping!
NO staining!

On Sale at Leading Stores Everywhere

BLACK FLAG®

A PRODUCT FOR EVERY SPECIAL HOUSEHOLD NEED

GREATEST NAME IN INSECTICIDES!

FIVE IN ONE! Most effective insecticide ever developed for general home use. Kills most common insect pests. Pint 69¢

ROACH SPRAY guarantees to kill every roach within 72 hours. Invisible surface film can protect the area for months. Pint 49¢

5% DDT. Top economy in a household spray with fast knockdown —quick kill Contains active ingredients 100%. Pint 33¢

SURE DEATH for crawling insect pests! Contains Chlordane, more effective than DDT. Double guarantee. Pint 69¢

ANTROL Ant Traps and Ant Feeders attract and kill both grease and sweet-eating ants. Traps 15¢ Feeders 10¢

SNAROL for kill snails, slugs, c worms, sowbugs, wigs. Easy to will not injure ve tation. 1-lb.

BOYLE-MIDWAY, INC. • CRANFORD, N. J. • ATLANTA • CHICAGO • LOS ANGELES

Free Gift...Hot Handle Holder

for women who clean this easy new way with

Jubilee Kitchen Wax

Takes off dirt in seconds—protects with wax for weeks!

Use Johnson's new Jubilee Kitchen Wax to clean your cabinets, refrigerator, range, woodwork and enameled walls. Here's all you do: Pour out a little Jubilee on a damp cloth and whisk away dirt, fingerprints, greasy cooking films. Then buff lightly and you leave a coat of gleaming wax protection.

Jubilee's creamy blend of detergents and wax is safe for your prized kitchen appliances. It can't scratch enamel—can't dull painted surfaces.

You can "wash" your kitchen with wax for months with a single pint of Johnson's Jubilee. Get a bottle today!

Jubilee Kitchen Wax, 1954

Women tell friends . . . mothers tell daughters . . . and everyone's telling us . . .

"There's never been a cleanser like this!"

Procter & Gamble's **new Comet** fortified with Chlorinol*

Bleaches out stains, wipes out germs as no other cleanser can!

Try this amazing test against any other leading cleanser!

1. Take any stubborn food stain—like tea or coffee makes—and divide in half with a ruler. Then, shake a generous amount of your present cleanser on one side. Above, we call it Cleanser X, but no matter, COMET beats all leading cleansers!

2. Next, shake some COMET on other side. COMET is fortified with Chlorinol,* the most effective form of chlorine bleach. This special ingredient has all the *bleaching, stain-removing* advantages of chlorine—its *disinfecting* benefits, too!

3. Using the ruler keep cleansers divided, rub each side of stain with a different wet sponge. Watch COMET bleach out stains like no other cleanser ever did before! See how COMET *foams green*. And notice COMET's fresh, clean scent.

4. Rinse and see the proof! Some stain remains on Cleanser X side. With COMET, stain's gone! Sink's whiter than ever! And COMET with Chlorinol* kills up to 99%, of household germs—*disinfects* as no other leading cleanser can!

Comet Cleanser

SURF ADDS BRIGHTNESS

(yes...even to perfect whiteness)

Brightens colors too!

A wash that's merely white is no longer the best you can do. Now all-purpose Surf contains a special brightener that puts ultra-violet rays (like those in sunshine) to work for you. Today's Surf actually adds brightness—even to perfect whiteness. It brightens colors, too. Try Surf and you'll see for yourself. If you don't get the whitest, brightest wash you've ever seen, Lever Brothers will refund every penny you spent.

Black Flag Bug Killer, 1950 ◀ *Surf Laundry Detergent, 1957*

S.O.S cleans white-wall tires really white

SOS Magic Scouring Pads, 1956

"Nothin' to it... easy as rakin' your lawn"

Nothin' *like* it...the beautiful job you get with

Wizard Masonry Paint

No tedious mixing of powder and water . . . just flow it on wet or dry surfaces! Alkali and acid resistant. Will not chalk, peel or blister. Its rubber base formula allows the surface to "breathe". Protects against moisture. Gal. $6.39

One Coat Seals and Covers
CONCRETE, BRICK
STUCCO AND
ASBESTOS SHINGLES

FREE! Valuable 48-page booklet at your Western Auto Store

Wizard Masonry Paint, 1957

"GOTTA PATROL A PLANET, DAD!"

"I'D SAY you're equipped for the assignment, Son. With that modern gadget you'll handle any emergency, and your mission will be successful."

Emergencies in *business*, such as accidents on the job also require special "equipment." They call for workmen's compensation insurance placed with a reliable organization that assures quick, sympathetic service.

Hardware Mutuals rank among the leaders in promptness of paying workmen's compensation claims. This promptness helps speed recovery by relieving financial worry. With the help of Hardware Mutuals loss prevention specialists, employers can eliminate hazards *before* they cause accidents.

Among other benefits of Hardware Mutuals *policy back of the policy*® is friendly, nationwide, day-and-night service. More than $110,000,000 in dividend savings have been returned to policyholders.

For all the facts, simply *call Western Union, ask for Operator 25*, and say you'd like the name and address of your nearest Hardware Mutuals representative.

Insurance for your AUTOMOBILE...HOME...BUSINESS

Hardware Mutuals.

Stevens Point, Wisconsin · Offices Coast to Coast

HARDWARE MUTUAL CASUALTY COMPANY · HARDWARE DEALERS MUTUAL FIRE INSURANCE COMPANY

Hardware Mutual Casualty Company, 1953

► *Insurance By North America, 1957*

yland

Puss 'N Boots Cat Food, 1951

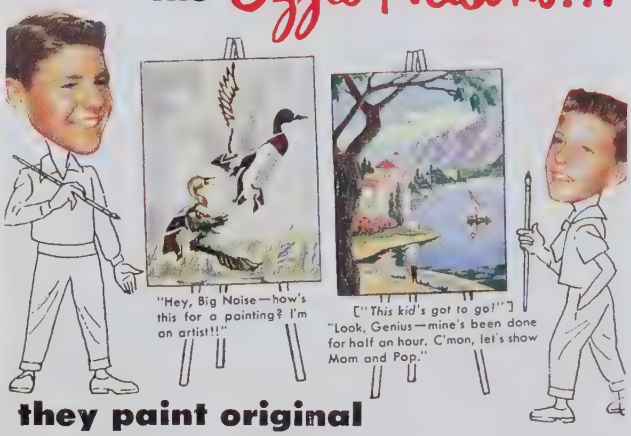
French's Bird Food, 1956

Ken-L Treats, 1955

Gaines Dog Food, 1950

▶ Friskies Dog Food, 1956

another adventure of the Ozzie Nelsons...



they paint original Picture Craft oil paintings

"Yes... families everywhere are painting original *Picture Craft!*"

Just like the Ozzie Nelsons . . . you, too, will prefer original Picture Craft. An exclusive process enables you to re-create a true work of art. It's fun, relaxing, you need no experience—and it's GUARANTEED!

• • • • •

The leader for over 15 years, original Picture Craft is the *only* "paint-by-numbers" kit that gives you: true pre-mixed artist's colors . . . a specially treated artist's canvas . . . and an exclusive 4-in-1 brush designed by Picture Craft. It all adds up to the ideal hobby for you . . . the perfect gift for a friend.

Guaranteed by Good Housekeeping — Replacement or a refund of money if not as advertised therein

Original Picture Craft bears this seal

Kit includes:
- NUMBERED ARTIST'S CANVAS (16" x 12")
- PRE-MIXED OIL COLORS
- SPECIAL ARTIST'S BRUSH
- SIMPLE PAINTING INSTRUCTIONS

CHOOSE FROM 35 BEAUTIFUL SUBJECTS

ONLY $2.95 COMPLETE KIT
Picture Craft Frames at Slight Extra Cost

PAINT A BEAUTIFUL PICTURE IN OILS
Picture Craft
NO EXPERIENCE · NO LESSONS · NO MIXING

At better Department • Art • Hobby • Stationery • Camera and Paint Stores . . . *or write to:* **790 N. WATER STREET • DECATUR, ILL.**

Enjoy "The Adventures of Ozzie & Harriet" on radio and TV each week on ABC sponsored by Hotpoint and Listerine.

Picture Craft, 1955

Jackets & Jeans
by Blue Ridge Mfg. Co.
Jackets $2.79, Jeans $2.79

Wrist Watches
(Roy Rogers & Dale Evans)
by Bradley Time Corp.
$4.95 plus F.T.
Alarm Clock (not illustrated)
$3.95 plus F.T.

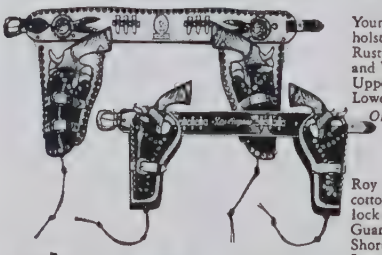
Roy Rogers Hats
by Sackman Bros.
Asst'd colors $1.98

Frontier Shirts
by Rob Roy
Long sleeve $2.95, Short $1.95

A Summer of Fun with ROY ROGERS

Guaranteed Products

Whenever you get the youngster in your life something "just like Roy's," you can be sure you're getting value for your money. Roy Rogers' "Pledge To Parents" assures you that a leading manufacturer has made a quality product to satisfy *you* as well as your youngster. You can buy Roy Rogers branded merchandise with confidence.



ROY ROGERS GUN & HOLSTER SETS
by Classy Products
Young cowhands "go" for these genuine holsters of hand-worked quality leather. Rust-proof nickel studs, adjustable snaps and Western Buckle.
Upper, deluxe model $7.95
Lower, Two-gun, Deputy style 5.95
Other models from $1.98 to $10.95

ROY ROGERS T-SHIRTS & SWEAT SHIRTS
by Norwich Mills Inc.
Roy and Trigger design on fine quality cotton, with reinforced seams and interlock collars. In White, Blue or Gold. Guaranteed to take many washings.
Short sleeve T-Shirt 69c
Long sleeve Sweat Shirt $1.00

Boots & Felt Slippers
by S. Goldberg & Co., Inc.
All styles $1.99

Boots & Tex-Tans
by Tex Tan of Yoakum
Boots $7.95 up, Tex-Tans $3.79

Roy Rogers "Shootin' Irons"
by Kilgore
(Model left) $1.00
(Model right) 79c

Roy Rogers Lunch Kit
by The American Thermos Bottle Co.
Complete with
½ pint bottle $2.89

ROY ROGERS PLEDGE TO PARENTS

This item of merchandise, bearing my name, has been tested in one of the nation's largest testing bureaus and, in our judgment, equals in quality any merchandise selling in the same price range. You pay no premium for my name. Rather, it is your assurance that this item is an authentic value.

Roy Rogers

Shop your local retailer. He has these items or can get them for you.

ROY ROGERS ENTERPRISES
1418 North Highland Avenue — Hollywood 28, California

Roy Rogers Enterprises, 1954

HOPALONG CASSIDY

ACME COWBOY BOOTS

NEW OFFICIAL DESIGN

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

For boys and girls, priced according to size . . .

6.95 to 12.95

Here's your pal . . . HOPALONG CASSIDY . . . and his brand new cowboy boots!

That's right, boys and girls! . . . these handsome new boots are Hoppy's very own! You'll be proud to own them, and you'll really get a lot of fun wearing them!

You'll enjoy their beauty and comfort for a long time, because they are made by the most expert craftmen at Acme, the world's largest makers of cowboy boots! Get your pair right away!

Your Acme dealer has a colorful assortment of these brand new Hopalong Cassidy cowboy boots! See them as soon as you can!

ACME BOOT COMPANY, CLARKSVILLE, TENNESSEE

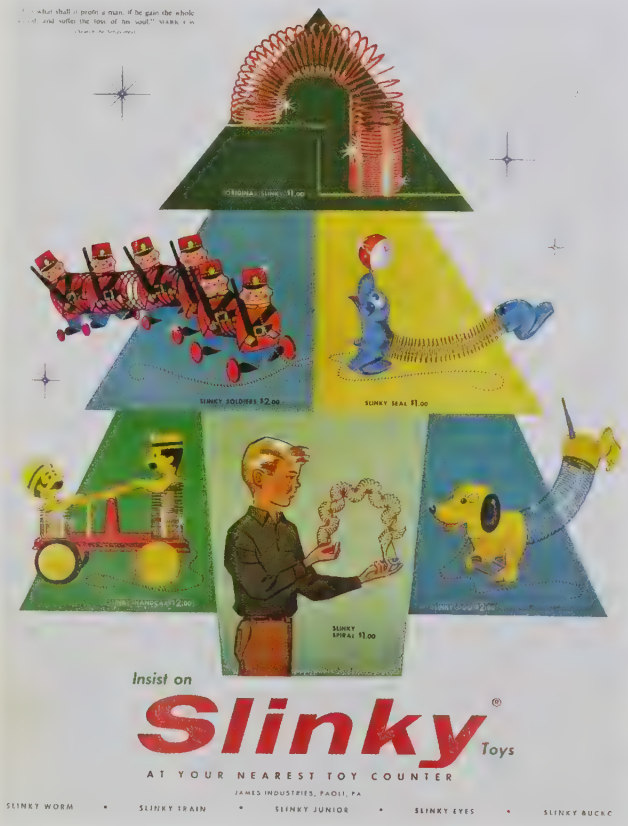
©"Tested in the stirrup . . where it really counts"

World's largest makers of cowboy boots

Hopalong Cassidy Boots, 1951

Lionel Trains, 1950

Lionel Trains, 1954



Slinky, 1957

F.W. Woolworth Co., 1950

Comet Gas Model Planes, 1958

OAK Inflatable Play Balls, 1958

Econolite, 1958

Silly Putty, 1958

What this country needs is a **good laugh!**

Here are the laugh-makers people love to buy! Silly, but saleable. They sell on sight. All new, original from America's foremost manufacturer of novelties that amuse. See them at the show, or write for complete catalog.

PHONY FAUCET

A "fake", chrome plated, faucet that looks genuine even close-up! Attaches by vacuum cup to any crazy place like auto trunk, TV, fireplace, forehead, etc. Each in box or attractive card, plastic covered. No. 677 on card, No. 677B in box. $1.00 retail

"TALKING TEETH"

Favorite gag of famous comedians! Millions have seen them on network shows. An uproarously funny action novelty toy that chatters and jumps around as though talking by itself. Electrically operated displays available. One demonstration sells dozens. No. 618 — Retail $1.00

See these and other hits at the TOY SHOW Hotel New Yorker Room 911

PHONY KNOB

Realistic brass plated plastic knob acts as second knob on any door. Confusing and funny. Comic tags with each knob. No. 676 on card, No. 676B in box. $1.00 retail

HEART THROB

Big red heart fits on man's shirt pocket and throbs when coat is opened. Or on girl's dress. No. 686. $1.00 retail

4 new sensational laugh novelties will be premiered at the show . . . see them!

H. FISHLOVE & CO. • 712-20 N. FRANKLIN ST., CHICAGO 10, ILL

Since 1914—Manufacturers of Novelties That Amuse

H. Fishlove & Co., 1958

Tru-Vue, 1958

SPECIAL JOY OFFER!

Get several for Gifts!

Walking Doll only 50¢

$1.49 VALUE

She actually walks—her head moves, too!

8 inches tall!

SEND NOW BEFORE JOY'S SPECIAL OFFER ENDS!

Here's a pert and perky doll that'll walk away with the heart of any little girl. Her head moves as she steps along. Her eyes open and close. She almost looks alive.

She's a full 8 inches tall, and pretty as a picture with her auburn curls, bright harlequin dress, white shoes. And she's yours for just 50¢ (an unbelievably low price for a genuine walking doll)!

Here's all you do to get JOY'S Walking Doll: Buy any size can or bottle of new gentle Joy. Then send 50¢ and the top from the bottle or can—OR 50¢ and a piece of paper on which you have copied the number from the bottom of the can. Use the handy order form below.

You can order as many dolls as you like. We'll even mail any doll you order as gifts direct to your friends. But do it right away. This offer is for a limited time only.

Clip this order blank now!

Send for JOY'S Walking Doll right away. Offer is for limited time only!

Walking Doll, P.O. Box 45, Dept. L, New York 46, N. Y.

Gentlemen: Please send ..... Walking Dolls. For each one ordered, I enclose 50¢ and the top from the carton of either one bottle of Joy (Hi Sy and a sheet of paper on which I have copied the number from the bottom of either one can of Joy. (If you send the gift dolls you order sent direct to your friends, attach a separate sheet of paper listing their names and addresses.)

Your Name .....

Address .....

City ..... Zone ..... State .....

Allow 30 (and 3 weeks for delivery). Offer good only in continental U.S.—including Alaska and Hawaii. This offer expires May 31, 1957.

WHY JOY MAKES THIS OFFER

© 1956 THE PROCTER & GAMBLE CO.

Walking Doll, 1956

A delightful New Story Book for your children!

- The newest Little Golden Book published by Simon and Schuster
- 28 pages
- Charmingly illustrated
- All in full color
- Plus 6 real junior-size BAND-AID* Adhesive Bandages inside
- Ideal for boys and girls 3 to 8

They'll laugh! They'll learn! They'll love it!

ONE THEME WAS a little boy named Dan. He loved to run and play. But he often fell down.

His mother always bandaged up his scratches and made him feel good as new. And pretty soon he was bandaging up scratches for his sister, her dolly, even the puppy dog.

That's how he became known as "Doctor Dan, the Bandage Man." This book tells his amusing story.

"Doctor Dan" is a delightful true-to-life story that might have come right out of your own child's experience.

And here is Dan with two behind signs on!

Inside the book are 6 real junior-size BAND-AID Adhesive Bandages so your boy or girl can play doctor or nurse.

GET "DOCTOR DAN, THE BANDAGE MAN" TODAY—AT YOUR FAVORITE DRUGSTORE, AND WHEREVER BOOKS ARE SOLD.

ONLY 25¢

You can get "Doctor Dan" at your favorite drug store—the store clerk will know you get BAND-AID, your favorite medicated adhesive bandage.

*BAND-AID means MADE BY Johnson & Johnson

Doctor Dan Story Book, 1951

▶ *Space Traveler Paint - by - Number Kit, 1958*

. . . from out of this world!

STANDARD TOYKRAFT'S *NEW*

SPACE TRAVELE

No. 1980 AD
Suggested Retail $2.00

PAINT·BY·NUMBER SETS with SPACE PICTURES and WASHA NON-TOXIC COLOR-GLO™ PAINTS

The whole country is space conscious! And here is STANDARD TOYKRAFT with an exciting *NEW Num Paint Set* that captures the real spirit of outer space. Never has an activity item been so timely . . . so orig . . . so imaginative. Each numbered picture depicts a exciting *'out of this world'* scene. Startling *NEW* non Color-Glo paints add stratospheric effects to the paintings everyone will love to do.

Little travelers will come from far and near to buy t sets, because they represent something really different in numbered painting.

Paint yourself a glowing new profit picture. Place your order today and watch these paint sets soar right off your shelves.

Send for our complete Catalog

Standard Toykraft
PRODUCTS, INC.
95 LORIMER STREET • BKLYN 6, N. Y.
First in educational toys since 1887
STANDARD for quality, service and value

No. 1970 AD
Suggested Retail $1

Both sets contain numbered space pic brilliant color-glo paints in plastic jar mixing pan and 'Facts About Space'.

See Our Many NEW Items

direct from
TV's hottest
new program,

WALT DISNEY'S

OFFICIAL MOUSEKETEER®

MOUSECAPS*
for Boys and Girls

. . . designed exactly like the caps to be worn by the Mouseketeers every day on Walt Disney's Mickey Mouse Club TV Program! Without question, this will be your biggest children's headwear promotion of the year!

98¢ *retail*

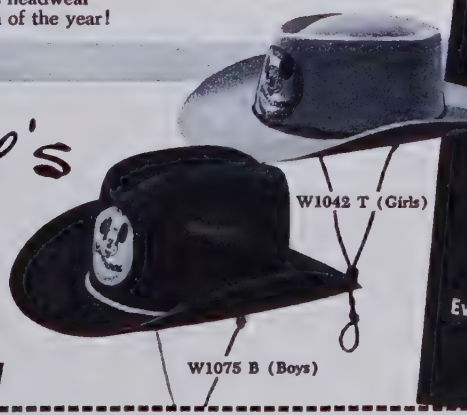
©Copyright Walt Disney Productions
* Patent Pending

And . . .

WALT DISNEY'S

OFFICIAL MOUSEKETEER
"SPECIAL DEPUTY" HATS,

to be worn by the Mouseketeers (boys and girls) every week during the program's Western Talent Round-Up. **$1.98** *retail*



Get Ready!
WALT DISNEY'S MOUSEKETEERS
are Coming!
on the new Mickey Mouse Club TV Show "Breaks" October 3rd! National ABC-TV Network! Every week day 5:00-6:00 p.m.! Estimated 25 Million Daily Audience!

Order today, for immediate delivery, from authorized national licensee.

Bailey
OF CALIFORNIA
716 South Los Angeles Street
Los Angeles 14, California

NOTE: Mousecaps; F.O.B. Los Angeles only. Special Deputy Hats F.O.B. Los Angeles—to Western States; F.O.B. Pennsylvania factory to stores East of Denver.

Gentlemen: Please ship us following:

Order		Style No.	Color	Pack	Sizes S-M-L	Cost
dz.	Boys' "Mousecap"	W82	Black	2 dz.	6-12-6	$ 7.25 dz.
dz.	Girls' "Mousecap"	W87	Black	2 dz.	6-12-6	$ 7.25 dz.
dz.	Boys' "Special Deputy"	W1075B	Black	1 dz.	3-6-3	$15.00dz.
dz.	Girls' "Special Deputy"	W1042T	Tan	1 dz.	3-6-3	$15.00dz.

☐ Check here for newspaper ad mat. Terms: 2/10 EOM

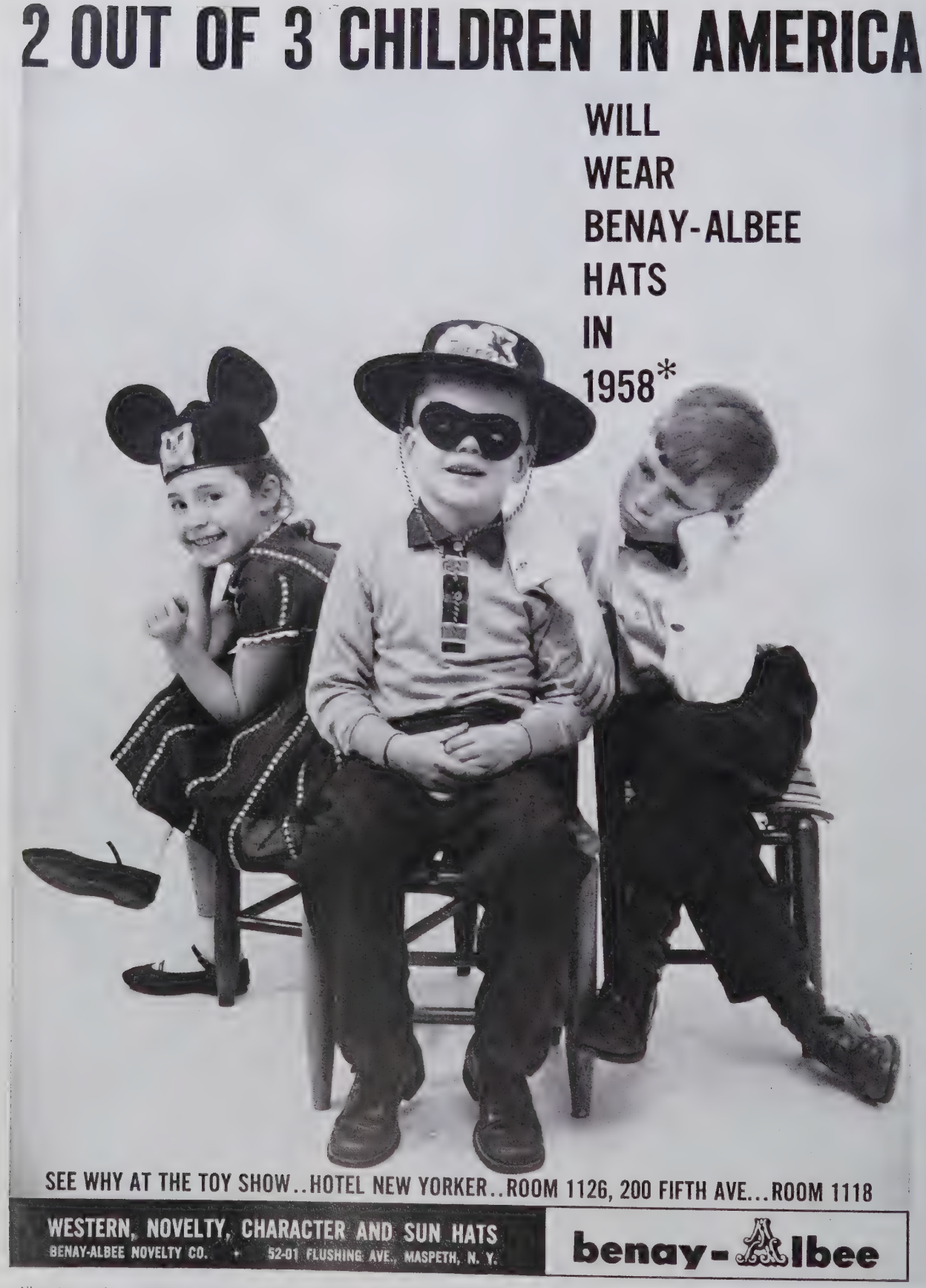
Firm Name_____
Buyer_____ Dept._____
Address_____
City_____ State_____

ORDER TODAY-USE THIS CONVENIENT ORDER FORM!

*Patent pending

See us at MAGIC Style Show, Ambassador Hotel, October 23 through 26

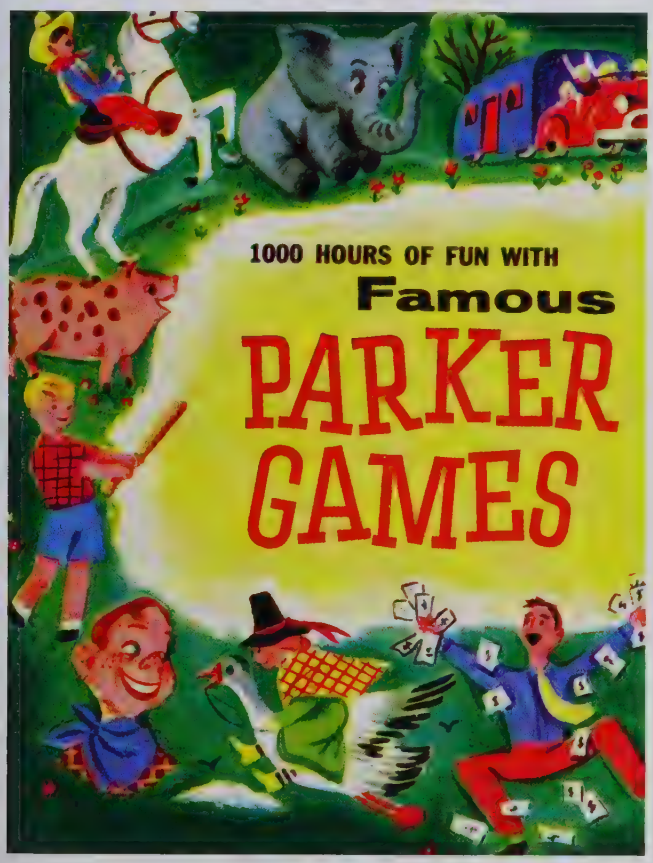
Celanese Corporation of America, 1950 ◀ *Mouseketeer Hat, 1955*



Benay-Albee Hats, 1958

Garton Toy Company, 1958

Kusan Pop Gun, 1958



Parker Games

Parker Games

Merry-Xmas!
ROADMASTER
Luxury Liner
What dreams are made of.
A bright, shiny Roadmaster Christmas! The slick-riding bike that
everything a boy and girl want... electric horn, brake-operated stopli
bumpers and Searchbeam headlight. A dream come t
Just what mom and dad want, too...
the extra strength and safety of
Roadmaster's 100% electronically welded frame.
Write for our free catalog, then see your dealer.
Roadmaster
CLEVELAND WELDING CO., W. 117th St. and Berea Rd., Cleveland, Ohio. Subsidiary of AMERICAN MACHINE & FOUNDRY COMPANY, New

It's Thrifty...it's Smart and so Easy to ride!

HARLEY-DAVIDSON 125

POWER RIDING FOR EVERYONE!

ENJOYABLE PERSONAL TRANSPORTATION AT LOW COST FOR EVERYBODY

If you have never ridden a Harley-Davidson 125, you have a big, pleasant surprise coming! Lightweight and low center of gravity make balancing almost automatic. Control is simple and sure. One lesson and you'll be able to go anywhere quickly, dependably and at amazingly *low cost!* 90 miles and more per gallon, practically no upkeep, no parking fees. Good looking, too, streamlined, colorful. Smooth, quiet performance with such advanced automotive features as brakes on both wheels, 3-speed transmission, drop-forged steering head, oversize tires, easy-chair saddle, brilliant night lighting. Thousands in use by men, women, boys, girls, for work, business, school, errands, outings. You owe it to yourself to *try* it. "A penny saved is a penny earned" and think of the *fun* you can have! Low down payment, easy terms. Phone or see your Harley-Davidson dealer for a FREE ride.

MAIL THE COUPON NOW!

HARLEY-DAVIDSON MOTOR CO., Dept. C, Milwaukee 1, Wisconsin
Send colorful folder and full information about the low-cost Harley-Davidson 125.

Name.....

Address.....

City.....State.....

DEALERS: Valuable franchises available for the full line of famous Big Twins and the 125 model. Your opportunity to line up with the greatest name in motorcycles. Write or wire for information today.

HARLEY-DAVIDSON 125

POWER RIDING FOR EVERYONE!

Built especially for YOU!

YOUNG or old, this is *your* two-wheeler! So easy to ride, you learn in one lesson! So economical, you get 90 miles and more per gallon. So convenient and dependable, you'll want to ride it everywhere . . . to factory, office, store, school, sports events, outings. Frees you from crowded buses and trolleys. Saves your car. Ends parking problems and traffic troubles. Smartly modern, streamlined, and colorful. Remarkably comfortable with "easy chair" saddle, big tires. Smooth, quiet performance. Built for safety with brakes on both wheels, 3-speed transmission, brilliant lighting. And so easy on your pocketbook! Small down payment and it's yours. Then pay as you ride as you save! Phone or see your dealer today!

MAIL THE COUPON NOW!

HARLEY-DAVIDSON MOTOR CO., Dept. C-2, Milwaukee 1, Wisconsin
Send colorful folder and full information about the NEW, low-cost, economical-to-operate Harley-Davidson 125.

Name.....

Address.....

City.....State.....

DEALERS: Valuable franchises available for the full line of famous Big Twins and 125 Model. Write today.

Roadmaster Bicycle, 1952 ◀ *Harley-Davidson, 1950*

Harley-Davidson, 1950

NO. 155

Moo-oo Cow

A new design with more
than ever! "Moo-oo's" just
real cow as head bobs
down. Tail swishes.
12¾" long

MOO
MOO

AHEAD AGAIN

In Ideas..

In Value..

In Sales!

NEW FISHE

NO. 123

Roller Chimes

A fresh new look for a consistent best
seller. Resonate, melodious choir of chimes
gives this toy an unbeatable quality.
7½" wide $3.50

PATENT PENDING

SEE 16 NEW
Suite 417 - 200 5th Av

FISHER•PRICE

© by Fisher-Price Toys, Inc., East Aurora, N. Y., U. S. A., 1958

Fisher-Price Toys, 1958

NO. 735 Juggling Jumbo

Unique new toy idea! Turn the handle, and colorful balls race through Jumbo's unbreakable acetate trunk. A pull toy. A sit still toy!

9¼" long $2.00

NO. 777

Squeaky The Clown

Another new, big-value toy! All the activity and color of a three ring circus. Head bounces up and down. Arms rotate.

9" high $1.59

PRICE TOYS

NO. 658 The Original Giant Snap-Lock Beads

Colorful, new package holds 15 of these fabulously popular Fisher-Price polyethylene beads!

10" x 13½" $1.00

write for complete new catalog

FISHER • PRICE TOYS
INCORPORATED
EAST AURORA, Erie County, N. Y.

designed for "NO SHOW
eliminates smears on fin

M552
75mm RADAR AA G
SKYSWEEPER

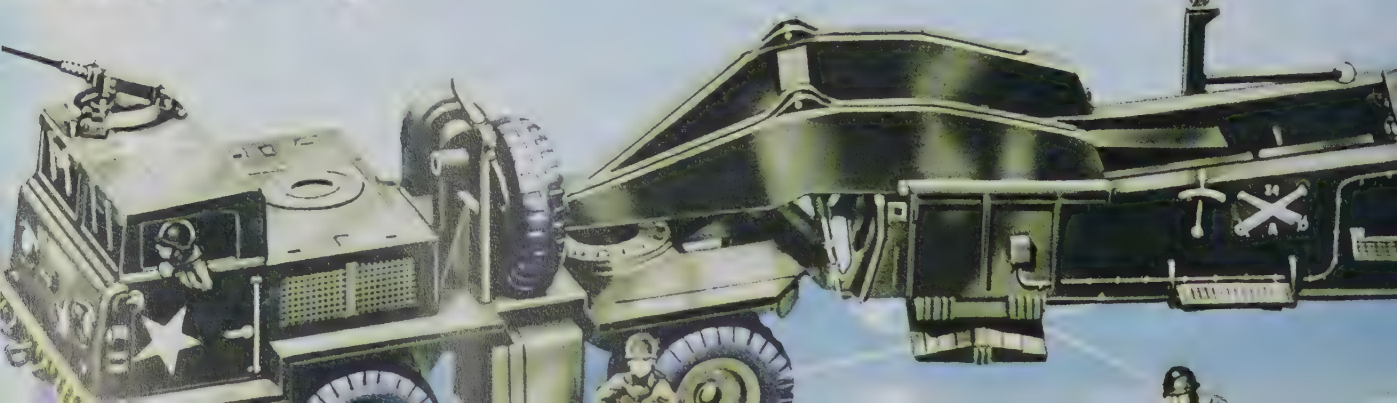
When this kit is constru
only description tha
"Jewel-Like." Every d
this automatic radar AA
is faithfully reproduc
134 precision parts capt
of the intricate, functio
tures of the prototyp
plete model has 34 in
operating assemblies i
gun barrel that actually
strates recoil action. M
contains shells which
loaded or unloaded th
ting munition retainer.
plete with 5 life-like cre
bers consisting of Com
Radar Operator, Comput
ator, Loader and Asst.
Authentic decals includ

Packed: 1 dozen to cart
Weight: 10 lbs.

M553
280mm Gun
ATOMIC CANNON

It takes 279 parts to make up this detailed model of the Army's largest mobile artillery piece and the specially designed front and rear trucks that transport it. (Actually 3 kits in 1.) Super-detailed throughout, the finished model is fully operative...it does everything but fire! Cannon is detachable from trucks and elevates by hand wheel and gear train. Gun barrel telescopes 6" from travelling position to firing position. Each truck has six free rolling wheels. Kit complete with 7 lifelike crew members consisting of Commander, 2 drivers, 2 munition haulers with cart and shells, 2 gunners. Authentic decals included.

Packed: 1/3 doz
Weight: Approx.



ementing . . .
d models!

138 parts that make up the most authentically detailed kit eve offered in any price range. When assembled, the builder has a mode that truly captures all the power and excitement of this famous Arm weapon. Renwal's engineering insures positive assembly and exclusiv "NO SHOW" cementing design eliminates all messy stains. Assemble model has 37 authentic operating parts that include all doors, hatches gun, turret, engine, tread and wheels. Detailed interior is visibl through operating doors. Kit comes complete with 6 lifelike crev members consisting of Commander, Driver, Gunner, Loader, Radi Operator and Technician. Authentic Decals included.

M551
Self Propelled 8 inch
HOWITZER

Packed: 1 dozen to carton
Weight: Approx 18 lbs.

Atomic Cannon, 1958 ◄ *J.Halpern Company, 1958*

► *Payton Products, Inc, 1958*

STOP IN TO SEE US
AT TOY FAIR TIME
HOTEL NEW YORKER
SUITE 1229-30-31

unbreakable

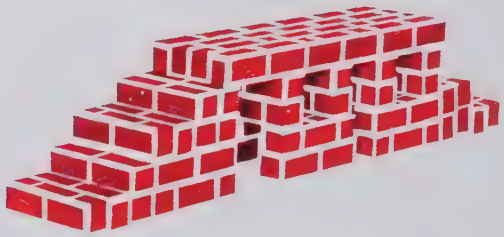
plastic toys

GERM
OROBEX®
PROOFED

LITTLE RED SCHOOLHOUSE

Regulation-Size Building Bricks

Sturdy, colorful chest comes filled with 24 rugged regulation-size fibre building bricks all assembled.



Illustrations for basic uses of Bricks and play schoolhouse on inside cover for effective store display.

Take out Bricks and Chest very simply becomes attractive play school-house which can be used in the building scheme.

SPECIFICATIONS -- No. 710
Little Red Schoolhouse Building Bricks

Individual Brick size — 7¾" x 3¾" x 2⅛".

Chest size — 16" x 11¾" x 9"

24 Bricks per Schoolhouse — weight 7½ lbs. Each in individual mailer.

3 units per master — weight 23 lbs.

Suggested Retail Price — $6.98. Higher in the West.

Tremendous sales appeal in this unique—useful—package.

Each unit in a compact individual mailing carton for factory fresh delivery and easy reshipment.

NATIONAL GAMES INCORPORATED

MAIN OFFICE AND FACTORY

91 CHURCH STREET WEST SPRINGFIELD, MASSACHUSETTS

NEW YORK SHOWROOM 200 5TH AVENUE

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FOR BOYS AND GIRLS!
UNBREAKABLE PLASTIC

Kids will demand them. Satellite bobs back and forth as head moves Slinky spring motion. Complete with strap and constellation headband decoration.

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☐ I enclose $_____ in full payment. Ship entirely postpaid.
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☐ Check here if above order is for two or more numbers. In this case we send you, **without extra charge,** a fine educational volume as a bonus. You'll be delighted with this excellent gift. And it is yours to keep, free, even if you return the courses after inspection. MAIL this coupon NOW—this special bonus offer is subject to cancelation when our present stock runs out.

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Nelson-Hall Co., 1954

Life Insurance Co. of America, 1954

Pioneer Publications, Inc.

Brandenfels, 1952

Brandenfels, 1954

And the winner is...

Photographs That Give A Realistic Record Of The Scene Of The Crime

Showing crime scenes to sell film? This gruesome photograph was meant to extol the virtues of Ansco film. Unfortunately showing dead bodies on blood soaked snow was a dubious way to get into a consumer's wallet. Hopefully the advertising agency disappeared before the next round of the brainstorming began for the follow-up campaign.

Fotos, die ein realistisches Bild vom Schauplatz des Verbrechens zeichnen

Bilder vom Tatort schrecklicher Verbrechen als Kaufanreiz? Dieses schaurige Foto sollte die hervorragenden Eigenschaften von Ansco-Filmen verdeutlichen. Tote Leiber auf blutgetränktem Schnee zu zeigen, erwies sich jedoch leider nicht gerade als Königsweg ins Portemonnaie der Verbraucher. Hoffen wir, dass die Werbeagentur von der Bildfläche verschwunden war, noch ehe die Brainstorming-Runde für die Nachfolgekampagne in Angriff genommen werden konnte.

Des photographies réalistes du lieu du crime

Montrer des scènes de crime pour faire vendre de la pellicule ? Cette horrible photographie vise à exalter les vertus des films Ansco. Malheureusement, montrer des cadavres sur de la neige ensanglantée est un moyen douteux pour atteindre le portefeuille du consommateur. Heureusement, l'agence de publicité a disparu de la scène avant le déclenchement d'une autre campagne de persuasion.

Color photographs to fight crime!

Law enforcement officers now have a valuable new tool in ANSCO Color Printon . . . low cost color photographs that give a realistic record of the scene of a crime or accident. Details in full color show unmistakable evidence, leave less ground for doubt or evasion, confirm and support witnesses' reports. ANSCO Printon will save time in police investigations and court procedure . . . save money for litigants and taxpayers.

Printon will also make it possible for local police departments to have color photographs of criminals of record, for easier, more positive identification.

Transparencies taken with ordinary cameras on ANSCO color film, give Printon prints in full color . . . can be bought for as little as $3.00 for a large 8 x 10 inch print—*or can be developed in your own darkroom!*

ANSCO research in photography improves film, cameras, processes . . . makes picture taking and printing easier for everybody, assures better pictures at lower cost. Five hundred factory tests of ANSCO film are your guaranty of more satisfactory pictures.

MAKING cameras and photographic supplies since 1842, and today a Division of General Aniline & Film, ANSCO is the second largest U. S. producer of film, photographic papers and cameras . . . Another GAF Division at Johnson City, N. Y. makes Ozalid®, the most efficient facsimile copying machine, and sensitized materials . . . With large plants at Rensselaer, N. Y. and Grasselli, N. J., General Aniline is this country's largest manufacturer of quality dyestuffs and a large supplier of industrial chemicals *(sold through General Dyestuff Corporation)* . . .

General Aniline provides good jobs for more than 7,500 people . . . spends more than $35 million a year for wages and salaries, $5 million in research, $12 million in taxes. It's a good company to work for or with, and worth watching.

General Aniline & Film Corporation

From Research to Reality...230 Park Ave., New York 17, N.Y.

General Aniline & Film Corporation, 1952

Gale

HOLLYWOOD, CALIF....

This is the story of movie writer, young Joe Gillis, cub reporter from Dayton who always wanted a Hollywood swimming pool.

Joe got his pool on Sunset Boulevard!

But the price was too high!

The last time you saw a picture like this, by Brackett and Wild it won four Academy Awards. It was "THE LOST WEEKEND"

MITCHUM IN ACTION!

She's tempting in a penthouse and dangerous in a bordertown dive!

IRVING CUMMINGS JR. and IRWIN ALLEN present

ROBERT MITCHUM
FAITH DOMERGUE
CLAUDE RAINS

IN

Where Danger Lives

FAITH DOMERGUE
latest star discovery of HOWARD HUGHES who brought you
★ JEAN HARLOW
and
★ JANE RUSSELL
Hollywood critics call her the screen's most exciting new star!

A JOHN FARROW PRODUCTION
with MAUREEN O'SULLIVAN · CHARLES KEMPER

RKO RADIO

Produced by IRVING CUMMINGS Jr. • Associate Producer IRWIN ALLEN • Directed by JOHN FARROW • Screenplay by CHARLES BENNETT

MGM, 1950 ◄◄ *Sunset Boulevard, 1950* ◄ *Where Danger Lives, 1950*

JET-FLAME ACTION!
JET-HOT THRILLS!

Exploding with all the power of the Jet Age... with all the passion of a daring love story!

No man can pay the price for what this woman offers!

HOWARD HUGHES'

JET PILOT

Starring

JOHN WAYNE · JANET LEIGH

AND THE

U.S. AIR FORCE

with JAY C. FLIPPEN · PAUL FIX · HANS CONRIED

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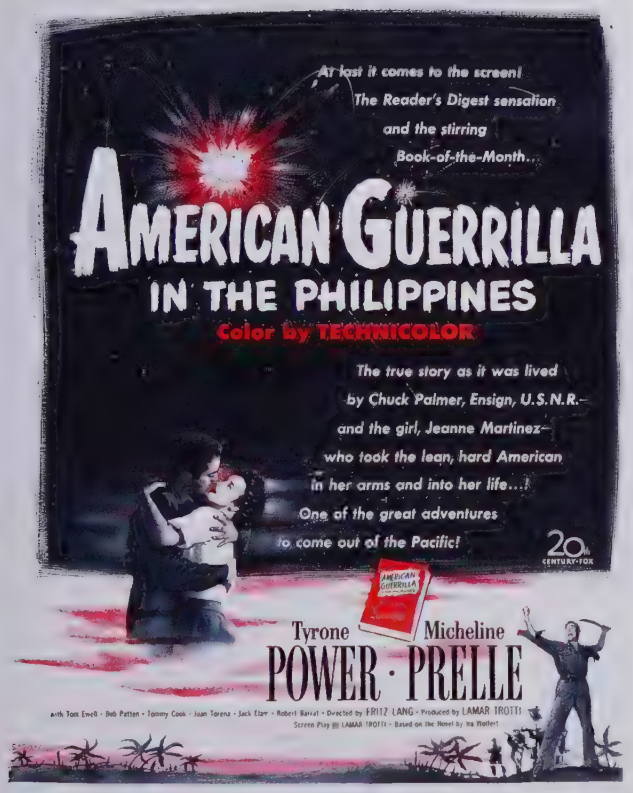
RKO RADIO



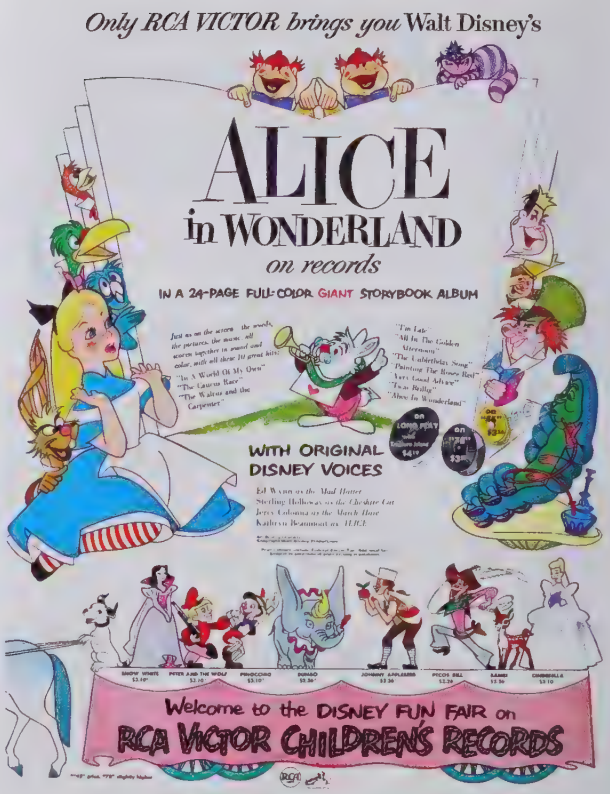
American Guerrilla, 1950

One Minute To Zero, 1952

Jet Pilot, 1957 ◄ American Broadcasting Company, 1951

American Broadcasting Company, 1950

Cinderella, 1950



Alice In Wonderland, 1951

The Great Locomotive Chase, 1956

Annie Get Your Gun, 1950

▶ *Born Yesterday, 1951*

WHO'S WHO in "BORN YESTERDAY"

William Holden
as
PAUL VERRALL
A boy with a nose for news, an ear to the ground, a foot in the door and an eye on a blonde!

Judy Holliday
as
BILLIE DAWN
Pretty, blonde, and pretty dumb. Has a weakness for nice things. Also has other weaknesses.

Broderick Crawford
as
HARRY BROCK
A tycoon who doesn't know what the word means. Has maybe ten million bucks. Also has Billie Dawn — maybe.

COLUMBIA PICTURES
presents

BROADWAY'S BIGGEST HIT...

BORN YESTERDAY

... Now a Perfectly Swell Motion Picture

starring

Judy HOLLIDAY · *William* HOLDEN · *Broderick* CRAWFORD

Screen Play by Albert Mannheimer · From the Celebrated Stage Play · Produced by S. SYLVAN SIMON · Directed by GEORGE CUKOR

The Flying Saucer, 1950

▶ *The Man In The Grey Flannel Suit*, 1956

DARRYL F. ZANUCK
presents

GREGORY PECK

The outstanding best-seller now an outstanding motion picture... with the year's outstanding cast!

JENNIFER JONES

in 20th Century-Fox's

"The Man in the Gray Flannel Suit"

co-starring

marisa pavan
lee j. cobb
ann harding
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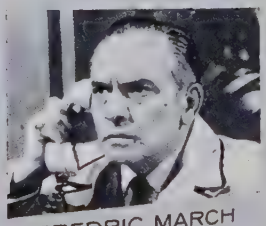
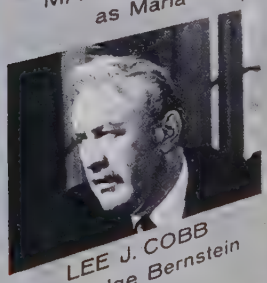
GREGORY PECK
as Tom Rath

JENNIFER JONES
as Betsy Rath



FREDRIC MARCH
as Hopkins

MARISA PAVAN
as Maria

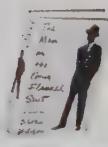


LEE J. COBB
as Judge Bernstein

Produced by
DARRYL F. ZANUCK
Written for the Screen and
Directed by
NUNNALLY JOHNSON

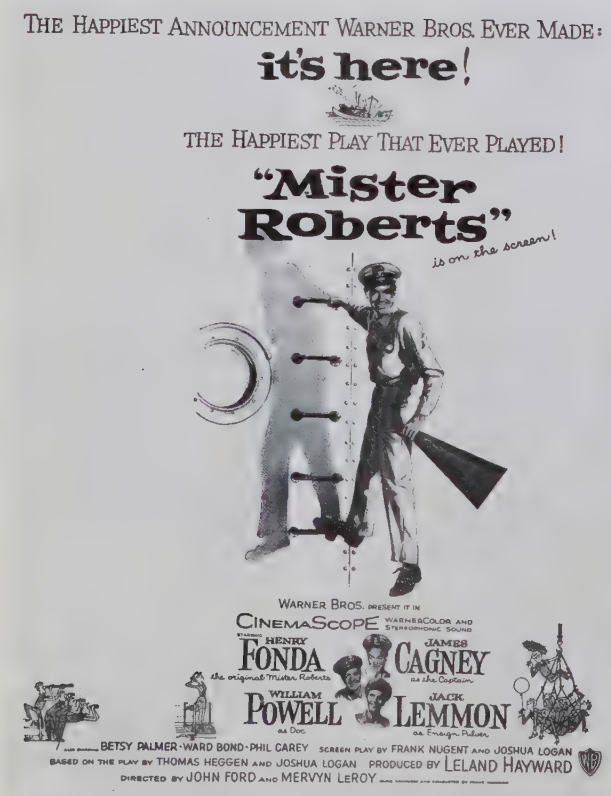
COLOR by DE LUXE CINEMASCOPE®

From the novel by SLOAN WILSON



The Seven Little Foys, 1955

Aaron Slick From Punkin Crick, 1952



Mister Roberts, 1955

Trapeze, 1956

▶ Happy Go Lovely, 1956

DAVID NIVEN
VERA-ELLEN
CESAR ROMERO

HAPPY GO LOVELY

color by TECHNICOLOR

Directed by BRUCE HUMBERSTONE • Produced by MARCEL HELLMAN • Screenplay by VAL GUEST

an Adult picture . . .

no way out

. . . A great courageous theme

. . . seven new conceptions
of dramatic portrayal
which reach new heights
of screen dynamics

an ENTERTAINMENT that challenges
your own ability to experience
the emotions of others

a Twentieth Century-Fox picture

Darryl F. Zanuck presents RICHARD WIDMARK • LINDA DARNELL • STEPHEN McNALLY in **NO WAY OUT**
with Sidney Poitier • Mildred Joanne Smith • Harry Bellaver • Stanley Ridges • Dots Johnson
Produced by DARRYL F. ZANUCK • Directed by JOSEPH L. MANKIEWICZ • Written by Joseph L. Mankiewicz and Lesser Samuels

No Way Out, 1950

► *Vertigo, 1958*

VERTIGO

A Paramount Picture in VistaVision® and Technicolor®

LOVER...ROVER...WARRIOR BOLD!

The daring deeds...the rousing romances of *Sinbad*...who never faced a woman he couldn't kiss ...or a battle he couldn't win!

One of the spectacular thrills: the searing siege of Greek Fire! An army of beautiful women . . . against an army of violent men!

HOWARD HUGHES *presents*

SON OF SINBAD

starring

DALE ROBERTSON · SALLY FORREST

LILI ST. CYR · VINCENT PRICE · co-starring MARI BLANCHARD

Directed by TED TETZLAFF • Written by AUBREY WISBERG and JACK POLLEXFEN • Produced by ROBERT SPARKS

THE NEW ANAMORPHIC PROCESS
SUPERSCOPE
ON THE GIANT WIDE SCREEN

color by
TECHNICOLOR

RKO RADIO

Exotic, seductive, revealing dances . . . such as you have never seen before!

Son Of Sinbad, 1950

Underwater, 1955

Cyrano de Bergerac, 1951

The White Tower, 1950

The Thing From Another World, 1951

Salome, 1953

▶ Rancho Notorious, 1952

SHE runs the West's strangest hideout... a ranch where a guest can hide his crime... quench his thirst... betray a woman... and knife a man in the back... *for a price!*

MARLENE DIETRICH
ARTHUR KENNEDY
MEL FERRER

in

RANCHO NOTORIOUS

Color by TECHNICOLOR

Distributed by RKO RADIO PICTURES

Directed by FRITZ LANG · Produced by HOWARD WELSCH · Screenplay by DANIEL TARADASH

Gaby, 1956

Tea and Sympathy, 1956

Ivanhoe, 1952

Picnic, 1956

▶ *Cat On A Hot Tin Roof, 1958*

ll the sultry drama of Tennessee Williams' Pulitzer Prize Play is now on the scre

M·G·M
presents

Cat on a Hot Tin Roof

starring

ELIZABETH TAYLOR
PAUL NEWMAN
BURL IVES

JACK CARSON · JUDITH ANDERSON

Screen Play by RICHARD BROOKS and JAMES POE · Based on the Play "CAT ON A HOT TIN ROOF" by TENNESSEE WILLIAMS

in METROCOLOR · AN AVON PRODUCTION · Directed by RICHARD BROOKS · Produced by LAWRENCE WEINGARTEN

"I am not allowed to love. But I will love you if that is your desire..."

MARLON BRANDO AND AN EXQUISITE NEW JAPANESE STAR. THEY *LIVE* JAMES A. MICHENER'S STORY OF DEFIANT DESIRE. IT IS CALLED

SAYONARA

FILMED IN JAPAN IN TECHNIRAMA™ AND TECHNICOLOR©. PRESENTED BY WARNER BROS.

CO-STARRING
PATRICIA OWENS · RED BUTTONS · RICARDO MONTALBAN
MARTHA SCOTT · MIYOSHI UMEKI · JAMES GARNER
AND INTRODUCING MIIKO TAKA

PRODUCED BY WILLIAM GOETZ · DIRECTED BY JOSHUA LOGAN · BASED ON THE NOVEL BY JAMES A. MICHENER · SCREEN PLAY BY PAUL OSBORN

SONG SAYONARA WORDS AND MUSIC BY IRVING BERLIN · MUSIC BY FRANZ WAXMAN

Sayonara, 1957

▶ *Macao, 1952* ▶▶ *Trapeze, 1956*

DANGEROUS PARADISE!

A man from nowhere... a woman with nowhere to go ...try to forget their pasts in exotic, exciting MACAO, port of sin and shady dealings!

ROBERT MITCHUM
JANE RUSSELL
WILLIAM BENDIX

IN

MACAO

JANE SINGS:
"One for My Baby"
"Ocean Breeze"
"You Kill Me"

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THOMAS GOMEZ · GLORIA GRAHAME · Directed by JOSEF von STERNBERG · Screenplay by BERNARD C. SCHOENFELD & STANLEY RUBIN

THE WONDER SH
It Happens There,
In Mid-Air...
In All Its Fire, Flesh And Fury!
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Also Starring
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HECHT AND LANCASTER present

BURT LANCASTER

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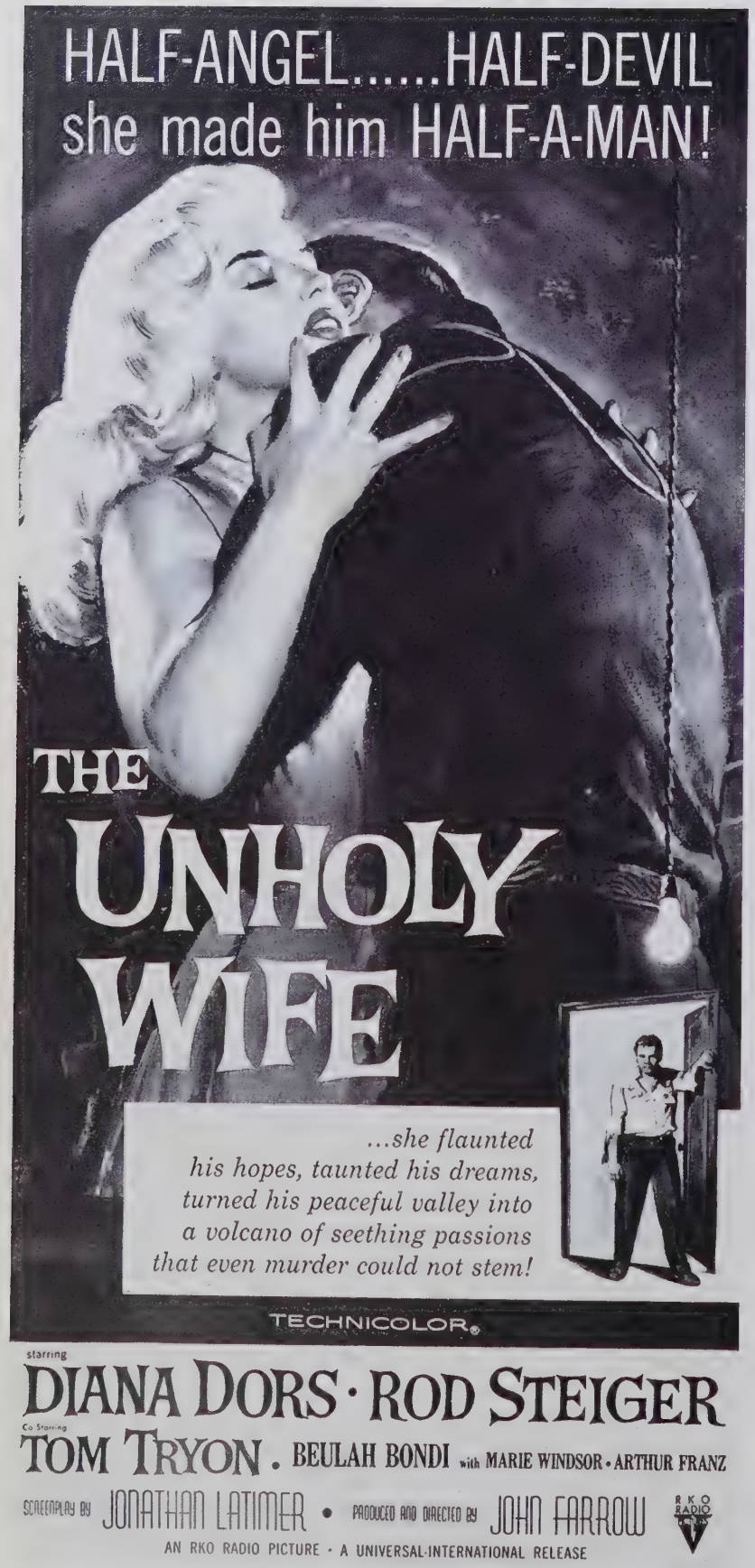

The Unholy Wife, 1957

► *Blackbeard The Pirate*, 1952

They took what they wanted ...
and they wanted the world!

Swashbuckling Sons of Satan!

The thunder of their plundering shook the earth, the seas, the sky!

BLACKBEARD THE PIRATE

color by TECHNICOLOR

starring

ROBERT NEWTON

LINDA DARNELL · WILLIAM BENDIX

with KEITH ANDES · ALAN MOWBRAY

AN EDMUND GRAINGER PRODUCTION

Directed by RAOUL WALSH · Screenplay by ALAN Le MAY · Produced by EDMUND GRAINGER

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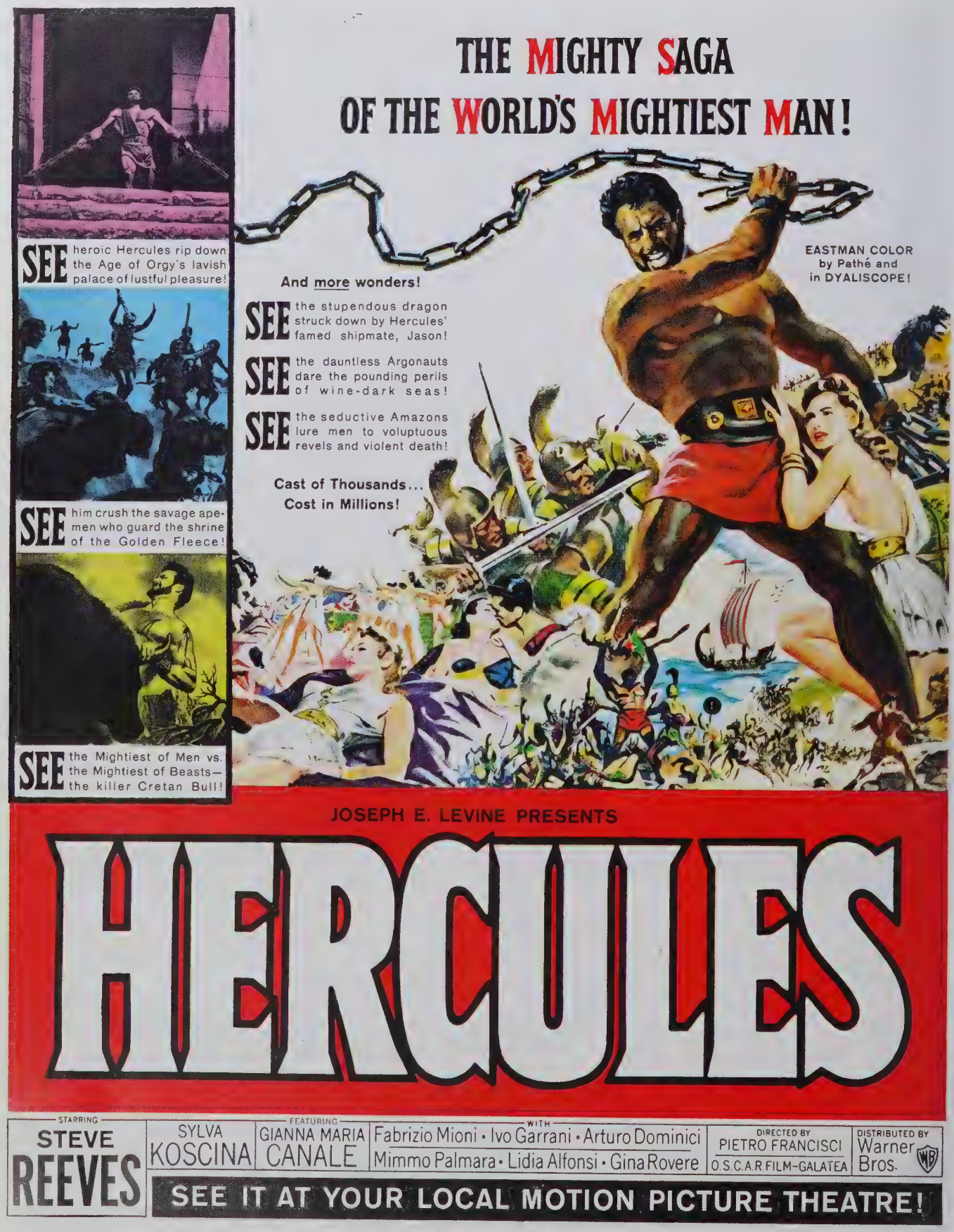

Hercules, 1959

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...*mighty* as this man whose conquests changed the face of the world!

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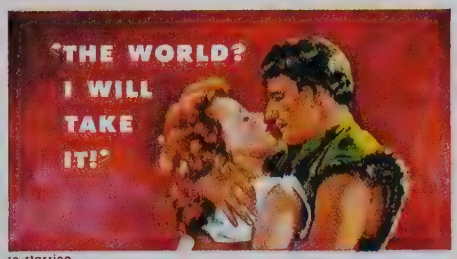


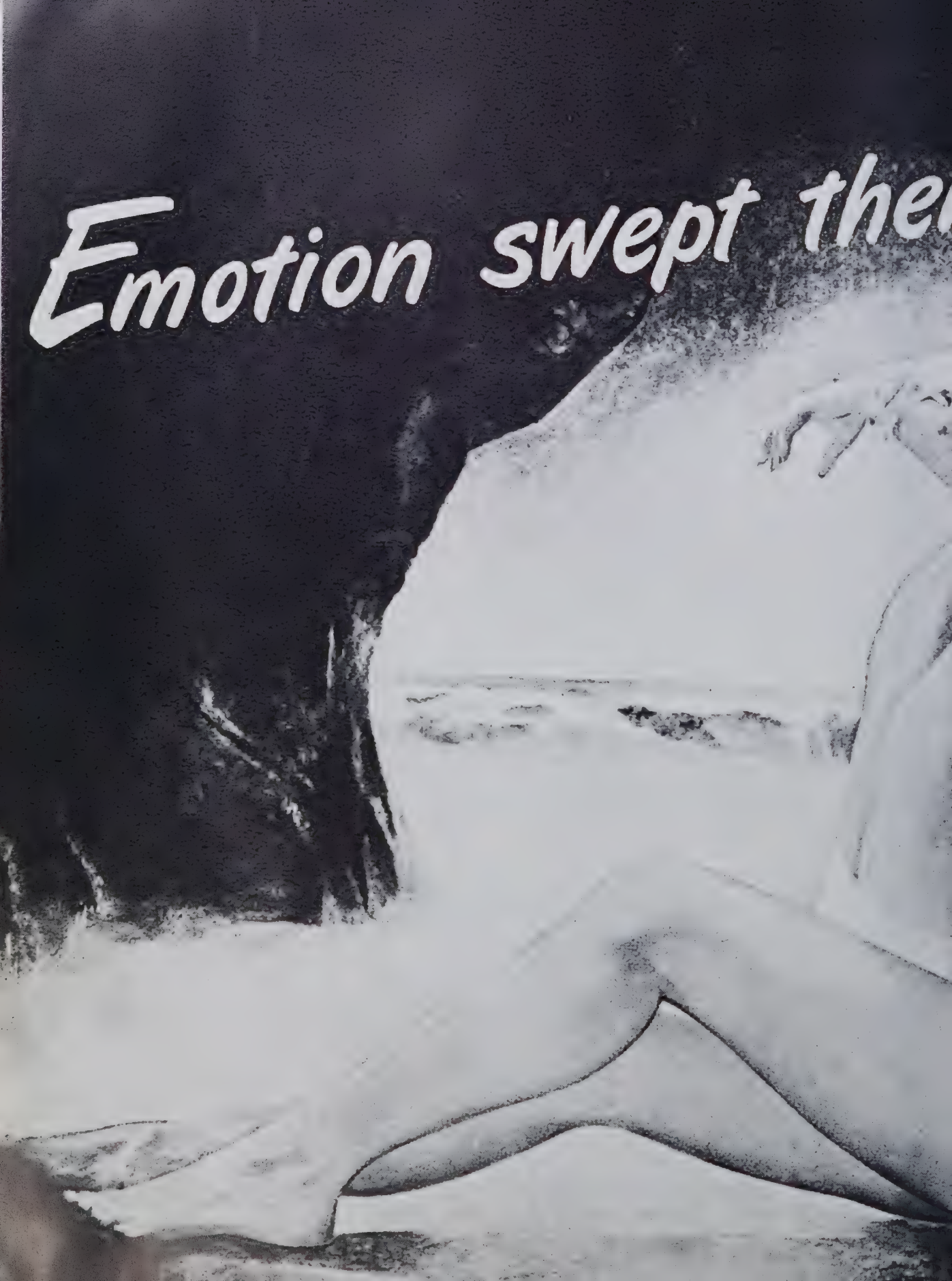
co-starring

PEDRO ARMENDARIZ · with AGNES MOOREHEAD · THOMAS GOMEZ · JOHN HOYT · WILLIAM CONRAD · TED de CORSIA

A DICK POWELL Production · Written by OSCAR MILLARD · Produced and Directed by DICK POWELL

The Conqueror, 1956

▶ *The Company She Keeps, 195*


Emotion swept the

like a tidal wave!

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CARY GRANT

EVA MARIE SAINT

JAMES MASON

in

ALFRED HITCHCOCK'S

NORTH BY NORTHWEST

VISTAVISION
TECHNICOLOR

Co-starring JESSIE ROYCE LANDIS

Written by ERNEST LEHMAN · Directed by ALFRED HITCHCOCK

SEE IT ONLY ON THE BIG MOTION PICTURE SCREEN!

A Place In the Sun, 1951

Imitation Of Life, 1959

North by Northwest, 1959 ◀ Pillow Talk, 1959

Gunfight At The O.K. Corral, 1957

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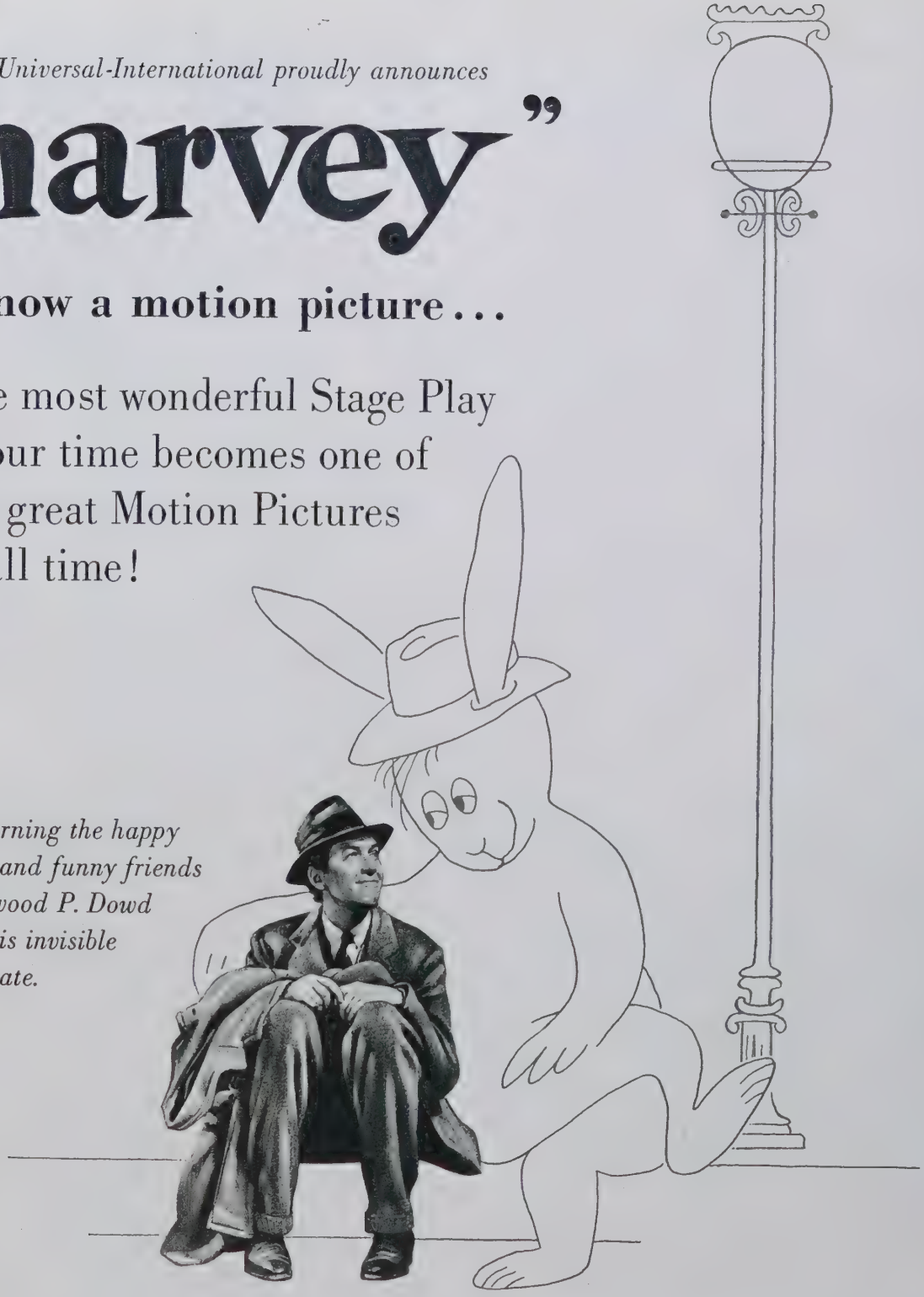
"harvey"

is now a motion picture...

The most wonderful Stage Play of our time becomes one of the great Motion Pictures of all time!

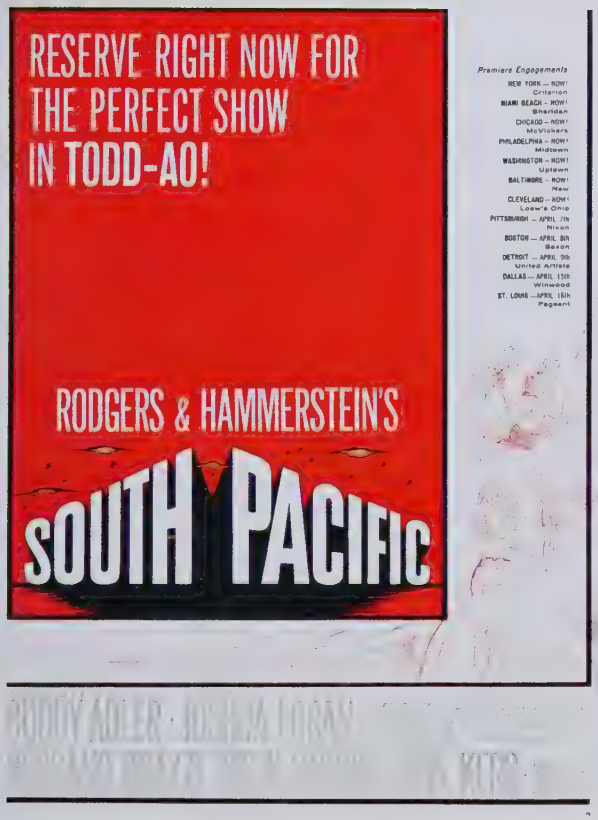
Concerning the happy times and funny friends of Elwood P. Dowd and his invisible associate.



Starring **James STEWART**

with JOSEPHINE HULL • CHARLES DRAKE • CECIL KELLAWA
JESSE WHITE • VICTORIA HORNE • WALLACE FORD *and* PEGGY DO

From the Pulitzer Prize Play written by MARY CHASE and produced by BROCK PEMBERTON • Screenplay by MARY CHASE
OSCAR BRODNEY • Produced by JOHN BECK • Directed by HENRY KOSTE



South Pacific, 1958

The Benny Goodman Story, 1955

Harvey, 1951 ◀ Carousel, 1956

Gigi, 1958

That's My Boy, 1951

Never a Dull Moment!, 1950

Mad Wednesday, 1950

▶ Joe Louis vs Ezzard Charles, 1950

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Exclusively over C.B.S. Network

10 P.M. EST—Wednesday—September 27

JOE

LOUIS

FORMER UNDEFEATED WORLD HEAVYWEIGHT CHAMPION

VS.

EZZARD

CHARLES

PRESENT N.B.A. WORLD HEAVYWEIGHT CHAMPION

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PROMOTED BY THE INTERNATIONAL BOXING CLUB

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Title Fight Broadcast to Largest Radio-Television Audience of All Time!

istory will be made next Wednesday night when Pabst Blue ibbon presents the Louis-Charles Title Fight to the largest otential radio-television audience of all time! This outstand-g *Blue Ribbon Event* will be seen and heard coast to coast ver the complete radio and television network of the Colum-a Broadcasting System.

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Every Wednesday night on television!

Again this year, Pabst Blue Ribbon will continue to bring all America another action-packed, *Blue Ribbon* season of sports! Tune in every Wednesday night and see your "Blue Ribbon Bouts" on television—35 weeks of exciting fights promoted by the International Boxing Club—and sent your way with the best wishes of that *smoother-tasting* Pabst Blue Ribbon—*finest beer served . . . anywhere!*

NOTE: In cities not linked with coaxial cable telecast of the Louis-Charles Title Fight will be seen at a later date. See your local newspaper for TV and radio time and stations.

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And the winner is...

Trained In An Art As Old As Time

The ultimate grounds for a 1950s divorce. *I Married a Communist* mirrored the anxiety of the McCarthy years. Exploitation cinema at its best, this B movie used every trick in the book to get audiences into the theater including hints of prostitution, violence and death.

Geschult in einer Kunst, die so alt ist wie die Zeit

Ultimative Gründe für eine Scheidung in den Fünfzigern. *I Married a Communist* spiegelte die Furchtsamkeit der McCarthy-Jahre. In bester *exploitation*-Manier ließ dieses B-Movie keinen Trick aus, um die Kinos voll zu bekommen, und spielte auf der Klaviatur von Prostitution, Gewalt und Tod.

Exercice dans l'art le plus vieux du monde.

Le dernier cri comme raison de divorce dans les années 50. *J'ai épousé un communiste* reflète l'inquiétude de la période McCarthy. Exploitation cinématographique maximum, ce film de série B utilise tous les stratagèmes possibles pour attirer les foules, y compris ceux liés à la prostitution, la violence et la mort.

I Married A Communist, 1950

torso-oh!
thanks
to Jantzen
"shapemakery"
"torso-oh" is any girl's torso under the influence of Jantzen "shapemakery", wonderful new figuremaking technique that transforms any girl into a bathing beauty complete with the new higher bustline, the new long-body look, the always glamorous slim waist and exciting curves. "Shapemakery" is an exclusive Jantzen feature, combines the best swim suit bras with the best torso control, on the job all the time. "On the dot" left and "fine line" right have marvelous Jantzen "stay-bras", come in ®Lastex-powered faille with ®Celaperm dots, dream colors 16.95.
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most beautiful
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swim suits in the world
Jantzen swim caps in heavenly Jantzen swim suit colors 1.50
Jantzen Inc · Portland 8 · Oregon

Catalina Swim Suits, 1952

Jantzen Swim Suits, 1956

Jantzen Swim Suits, 1950 ◄◄ Jantzen, 1955 ◄ Catalina Swim Suits, 1955

Catalina Swim Suits, 1958

Catalina Swim Suits, 1954

Jantzen Swim Suits, 1951

Jantzen Swim Suits, 1956

Jantzen Swim Suits, 1951

Catalina Swim Suits, 1954

▶ *Rose Marie Reed Swim Suits, 1958* ▶▶ *Perma Lift, 1951*

Deliberately more
elegant, delibera
less than exotic..
damask-like, dress
beauty of elastic
brocade in this d
sheath, Cameo. 25
Rose Marie Rei
LIMITED EDITIONS

erma·lift Stitched cup
bras, with "The Lift that
ever lets you down,"
glorify your figure
rma·lift"* stylists have the knack of bra designing
vn to a fine art. Now you can enjoy the compact,
thful beauty of a Stitched Cup bra with the famous
ing uplift that only "Perma·lift" gives you. In this
nderful brassiere, the Magic Insets gently support
n below—the uplift is guaranteed to last the life of
garment no matter how often you wash it or how
g you wear it. For the only Stitched Cup bra with
ne Lift that never lets you down," be fitted in a
rma·lift" Bra today.
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sty Nylon $4.00 White or Pink
rma·lift"—A trade mark of A. Stein & Company
go—New York—Los Angeles—(Reg. U. S. Pat. Off.)
Perma·lift
GIRDLES
BRASSIERES
Pert and perky is this wispy
"Perma·lift" Pantie—fabul
dainty, yet marvelously st
So comfortable too, an
Bones About It—Stay
Without Stays—the Magic
eliminates annoying bone
it can't roll over, wrink
bind. Get yours at your fav
corsetiere's today, or writ
name of nearest d
Power Net Pantie $6.95 White o
Sizes 24 to 30
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For the figure of your fondest day dreams—Maidenform's lovely new Concerto* gives you curves that are more curvaceous, brings an exciting line to your outline! And it's all accomplished with row upon row of tiny, interlocked stitches! Each stitch catches up an inner cup-lining, pre-shapes this bra just enough to mould a fabulous form! In white stitched broadcloth, lace-margined. AA, A, B and C sizes... 2.00

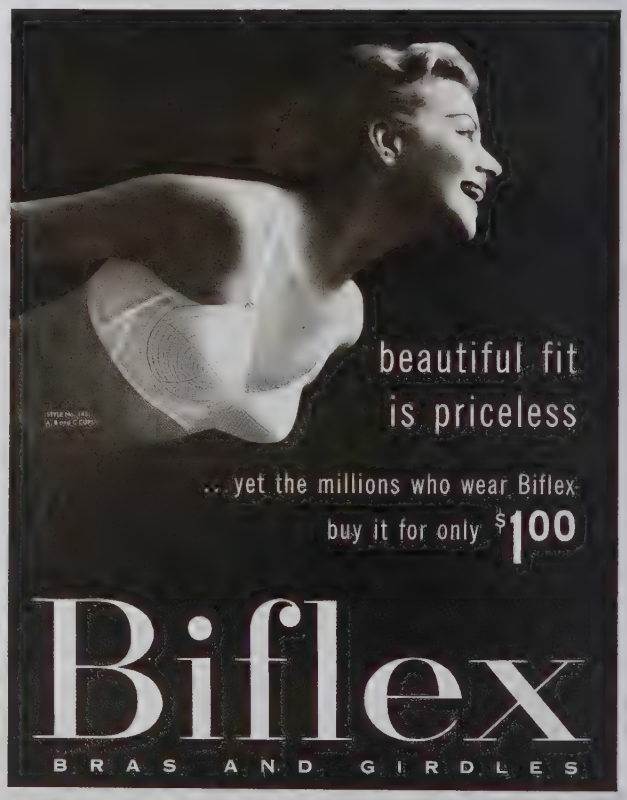
Maidenform Bra, 1956

I dreamed I was a Work of Art in my *maidenform bra*

PORTRAIT OF A LADY in a Maidenform masterpiece—the new Pre-Lude One-Hver Six-Way. Lifts your curves, snugs in your waist, moulds a fabulous figure! With "quick-hange" six-way straps, to move or remove for every fashionable neckline. White cotton broadcloth, A, B and C cups... 8.95

Maidenform Bra, 1956

Perma Lift, 1957 ◀ Exquisite Form Brassiere, 1950



Biflex Bras and Girdles, 1955

Perma·lift
REG. U.S. PAT. OFF.
GIRDLES
NO BONES ABOUT IT
STAYS UP WITHOUT STAYS

ONLY

PERMA·LIFT girdles

have the Magic Inset

No Bones About It—

Stays Up Without Stays

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with the **FIT**
where you **SIT**

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Perma Lift Girdles, 1950

Spun-Lo Underwear, 1954

▶ *Slipmates, 1950* ▶▶ *Maidenform, 1954*

IT'S A BLOUSE... IT'S A SLIP... ALL IN ONE!

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with
concealed bust pads
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the genius of Peter Pan shapes a beautiful future!

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Peter Pan Foundations, Inc., 1954

▶ *Sarong Girdles, 1956* ▶▶ *Whirlpool Bras, 1951* ▶▶▶ *Fredrick's of Hollywood, 1951*

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EVERY-PENNY-BACK GUARANTEE

b.
a.

Ship 'n Shore, 1953

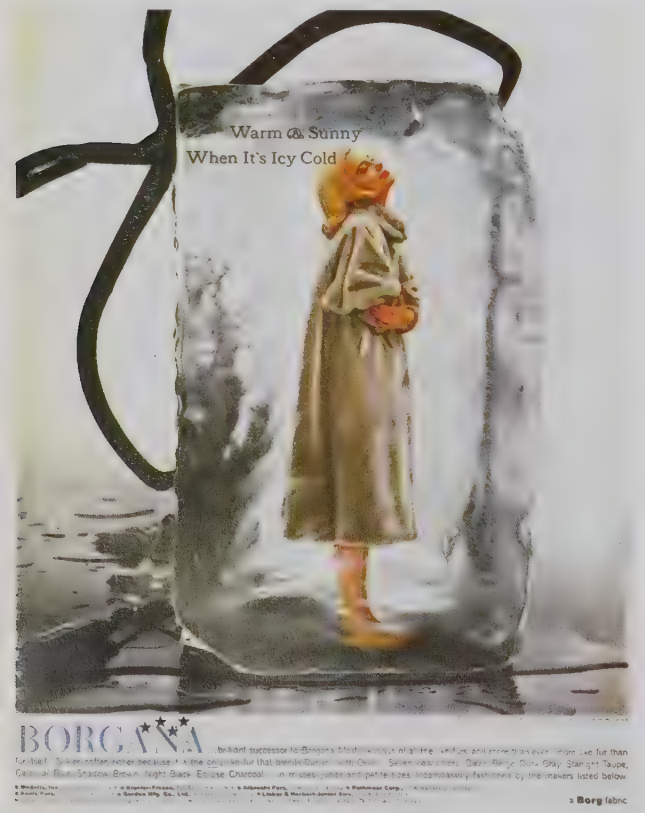
Avondale Cottons, 1959

Warner's Underwear, 1956 ◀◀ *Penney's, 1956* ◀ *Jonas Shoppes, 1952*

Gertz, 1952

Pendleton Sportswear, 1956

Allied Chemical, 1957



Borgana, 1951

Galey & Lord, 1958

▶ Minnesota Woolens, 1959

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Versatile 80 sq. percale apron smock. Lavender, rose, or blue flowers on a white floral ground print. Small (12 to 14), medium (16 to 18), large (20 to 40).

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Gimbels Basement, 1952

► *Ray-Ban Sunglasses, 1954* ►► *American Optical, 1959*

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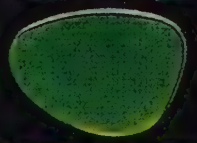
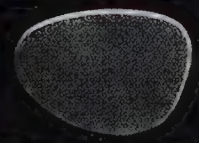
1. FIND YOURSELF IN THIS PICTURE

2. PICK THE RIGHT RAY-BAN LENS HERE

There's one for every purpose



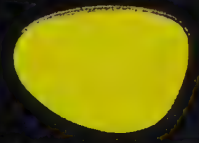
A. Sage-green lens ideal for average glare conditions. Specially hardened in shooting glass for impact protection.



B. Single Gradient Density lens has graduated metallic coating at top to screen out harsh overhead glare.

C. Double Gradient Density shuts out fierce, overhead sunshine and reflected glare from water, snow, or road.

D. See colors as they really are with G-15, a gray lens for wear in brightest, most dazzling sunshine.



E. On dull or hazy days, wear yellow Kalichrome lenses for sharper contrast between objects on land or water.

IF YOU WEAR GLASSES, or need them, you can have Ray-Ban lenses in Orthogon single vision or Orthogon bifocal types ground to your own needs. Consult your Optometrist, Ophthalmologist or Optician.

For Women: Ray-Ban Caribbean. Latest high fashion frame in a variety of gay summer colors.

For Men and Women: large or small 1/10 12K gold filled frames. Natural gold color.

For Women: new Ray-Ban Aloha. Upswept zylonite in summer plaid or south sea twill.

For Men: new Ray-Ban Wayfarer. A smart, rugged zylonite frame. Demi-amber color.

3. CHOOSE YOUR RAY-BAN FRAME STYLE

HERE ARE FOUR of the many Ray-Ban Sun Glass frames...smartly styled... finest quality. There's a type, color, and size to suit *you*. Look for the name Ray-Ban on the frame. And be sure you get genuine Ray-Ban lenses, ground-and-polished-to-curve. They're guaranteed to match perfectly and give maximum glare protection. Ask to see the Ray-Ban Sun Glass Selector to help you choose the Sun Glass best for *your* specific needs! Bausch & Lomb Optical Company Rochester 2, New York.

BAUSCH & LOMB

Ray-Ban®

SUN GLASSES

SMARTEST PROTECTION MONEY CAN BUY

BE-BOP GLASSES

ORIGINAL GENUINE

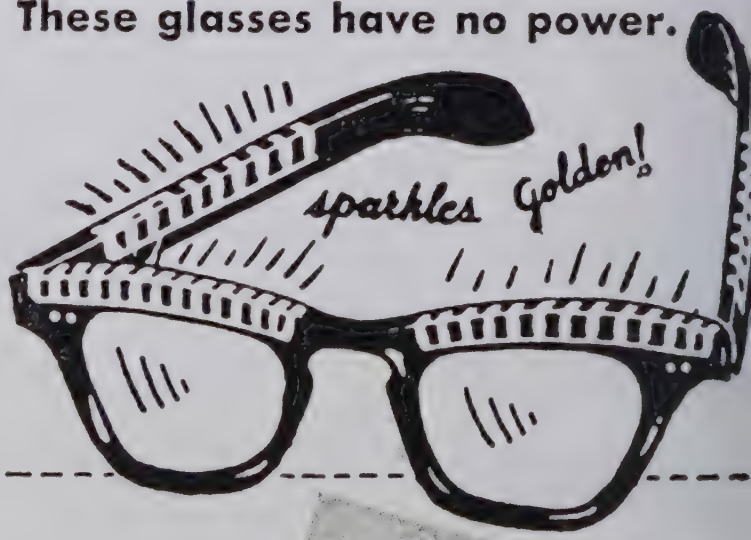
The STYLE sensation of the year.
You Don't Have To
"NEED" GLASSES to Wear BE-BOPS
These glasses have no power.

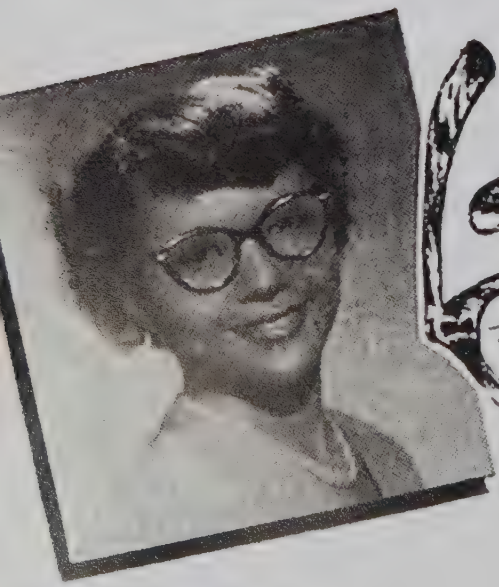
ADIES' GLITTER BE-BOP

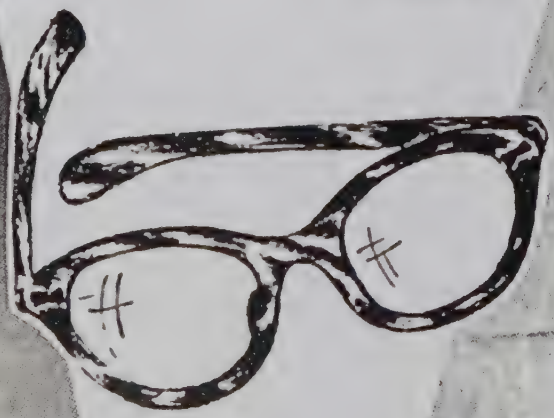
eautiful Lightweight ☐ Black ☐ Brown or ☐ Blue Pearl ☐ Pink earl frames. Gold decorated front nd sides. Clear White lens.

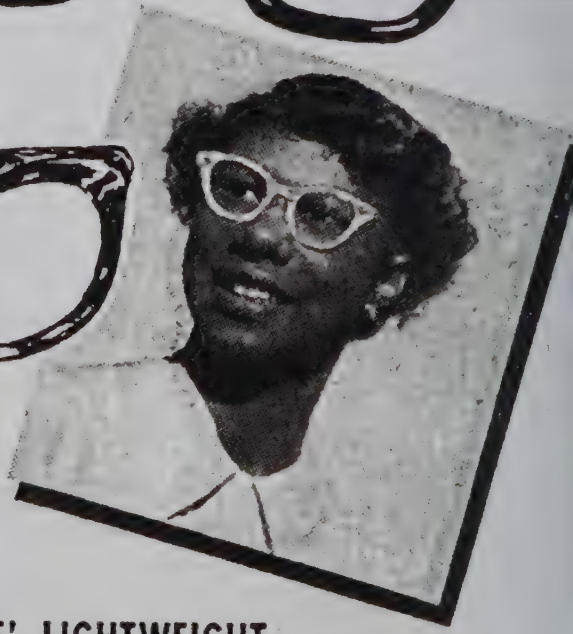
TYLE No. 131
LADIES' STYLE.....Only $3.95

TYLE No. 117
MEN'S SHAPE.....Only $3.95









ADIES' DELUXE BE-BOP

ENUINE OPTICAL ZYL frames in ☐ Tortoise Shell ☐ Light Brown or

LADIES' LIGHTWEIGHT

☐ Black ☐ Brown or Pearl colors in ☐ Blue ☐ Pink Frames. Clear White

Sears, 1951

Indian territory. Keep out!

Look, mom, she's dancing!

Be-Bop Glasses, 1950 ◄◄ Revlon, 1957 ◄ Carter's, 1956

Interwoven, 1950 ► Carter's, 1950

Carter's "Diapenda"†
hirts have pintapes.
Birth to 3 yrs.
69c to 85c.
†Pat. applied for
s and
oop
pants
yrs.,
$1.15 ea.
®
Carter's gla

a feast for the eyes!

What more could a man ask for! Just one touch of new, soft, smooth, Vanuana Sport Shirts and you'll be humming "Sweet Leilani" all season long. As luxurious and rich-looking as a tropical paradise . . . as cool and exciting as a night in Waikiki. Sixteen bright, solid, South Sea colors that dance before your eyes. Short sleeves. **$3.65** or long sleeves. **$4.50.**

Phillips-Jones Corp., N. Y. 1, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Collars

Van Heusen®

REG. T. M.

Vanuana sport shirts

Fashion Academy Award 1951

McGregor, 1959

Van Heusen, 1951 ◀ *Dan River, 1955*

take a leaf from
Jinx's book and put your clan
in McGregor tartans!

McGregor makes the swim trunks and shirts worn by Tex & Son. Bates makes the tartan in the best and bonniest all-combed Sanforized cotton. A fine match for your men, and a colorfast match for summer sunshine. At good stores everywhere.

BATES FABRICS, INC., 80 WORTH STREET, NEW YORK 13

Jinx's suit is by Cole of California. You get a free sample of Tartan Suntan Lotion with these suits in Bates tartan!

Bates
FINER FABRICS
SINCE 1850

New—Wrangler jeans in 8 exciting colors—wheat, light blue, turquoise, red, gray or charcoal. All color-fast Sanforized denim, sizes 10-18. Blouses, about 1.98

Men can rough it in Wranglers! Heavenly denim with jam-proof zipper, sizes 4-16. Shirt, sizes 2-16, 3.49

Trim, tapered, terrific! Blue Bell Wrangler Western jeans for all the family—2.98 to 3.98

Wranglers score with men of action! Bar tacks at points of strain, sizes 27-42. Shirt, sizes 14-17, 4.98

Youngsters live in Wranglers - regular or Dub-L-Knee. Sanforized denim. Shirt, sizes 2-16, 3.49

Champion Cowboys like Jim Shoulders prefer Wrangler jeans, jackets, shirts

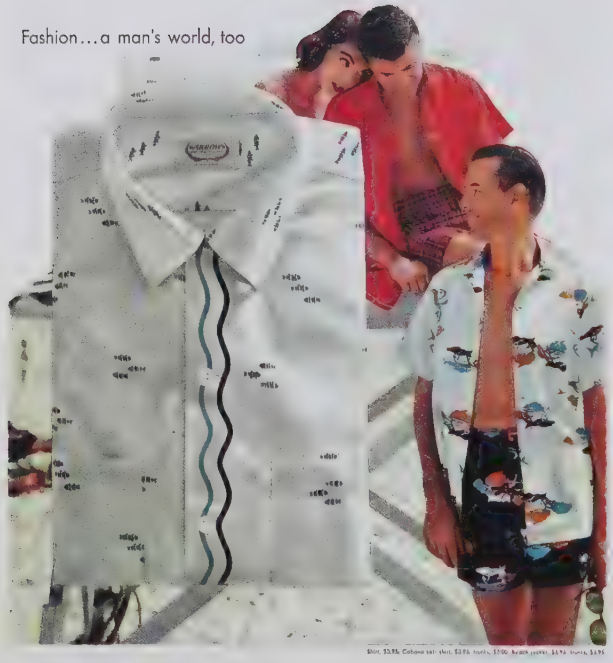
Remember—every Blue Bell garment carries the unconditional Qualitag guarantee

At your favorite store. Blue Bell, Inc., Empire State Bldg., New York—Canada, W. Heaver Mfg. Co., Montreal

Wrangler, 1956

Dickies, 1955

Bates Fabrics, 1952 ◀ *Dan River, 1957*



We owe a thank-you note to Nassau. Our stylist stopped off there and was inspired to design these handsome prints for surf and sand. Patterns like these, on completely washable, "Sanforized" cotton, show the bold look men favor in their beach wear. It's no wonder you'll find Arrow Casual Wear worn at resorts wherever men prize distinctive styling.

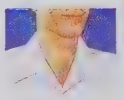
ARROW first in fashion
CASUAL WEAR
Cluett, Peabody & Co., Inc

Arrow, 1956

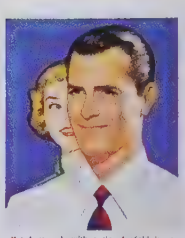
How can a shirt that looks so good feel so good!

The answer's in the collar—the sensational, new *Arafold* Collar! Here's how it works—

You see, Arafold has no seam, no collar band on the inside. This is for smooth comfort!



This amazing collar slopes so low on your neck you feel almost as free-and-easy as this.



Yet, buttoned, with a tie, Arafold is as smart *a looking* collar as you've ever worn!

IT'S ARROW'S NEW REVOLUTIONARY Arafold Collar!

You know how good it feels when you get home, loosen your tie and unbutton your collar? Man, that's *comfort!* Well, you're *practically* that comfortable *all day long* with Arafold! And you *still* have that well-groomed Arrow look.

Drop into your Arrow dealer's soon, ask to see Bi-Way with the Arafold Collar. Let him show you how this supremely comfortable collar works.

You'll find Arafold in a spread collar, a long-point collar, a button-down, a regular-point collar, and a rounded-point collar.

Of course, like all Arrow shirts, Bi-Way with the Arafold Collar is "Sanforized"-labeled, will *never* shrink out of fit. Buttons are anchored on to stay. Cluett, Peabody & Co., Inc. Arrow Shirts, Sports Shirts, Ties, Handkerchiefs, Underwear.

ARROW'S
BI-WAY SHIRT
with the new
ARAFOLD COLLAR

Arrow, 1951

Washing won't faze this colorful new breed of rayon / AVISCO is the reason

Here's Van Heusen's smart shirt of the year. It wears as soft, shows and appeals for brilliant colors to Avisco treated rayon.

Sure, [illegible] looks great when it's new, but what happens when it wears it or rough it up?

Good question. Not too long ago dry cleaning could [illegible] the price of rayon's good looks and fine feel. Avisco treated rayon wipes this costly loss off the books for ever and a day. You can wash shirts of this wondrous new yarn week after week, just as you wash ordinary workaday shirts, and they'll come up brilliant of color, true to size and shape.

Avisco treated rayon stays clean longer because it's so hard to soil. There's a new toughness, too, in these remarkable rayon fibers. Pass off at collar, at seam and around the button-hole.

How can you be sure of finding the shirts you love will do all these things? Don't say, "I'll take it" until you see the Avisco Integrity Tag. It's your assurance that quality goes all the way back to the fiber. Visit Van Heusen sport shirts by Van Heusen $3.95.

SEE VAN HEUSEN SHIRTS WITH THE AVISCO INTEGRITY TAG AT FINE STORES EVERYWHERE

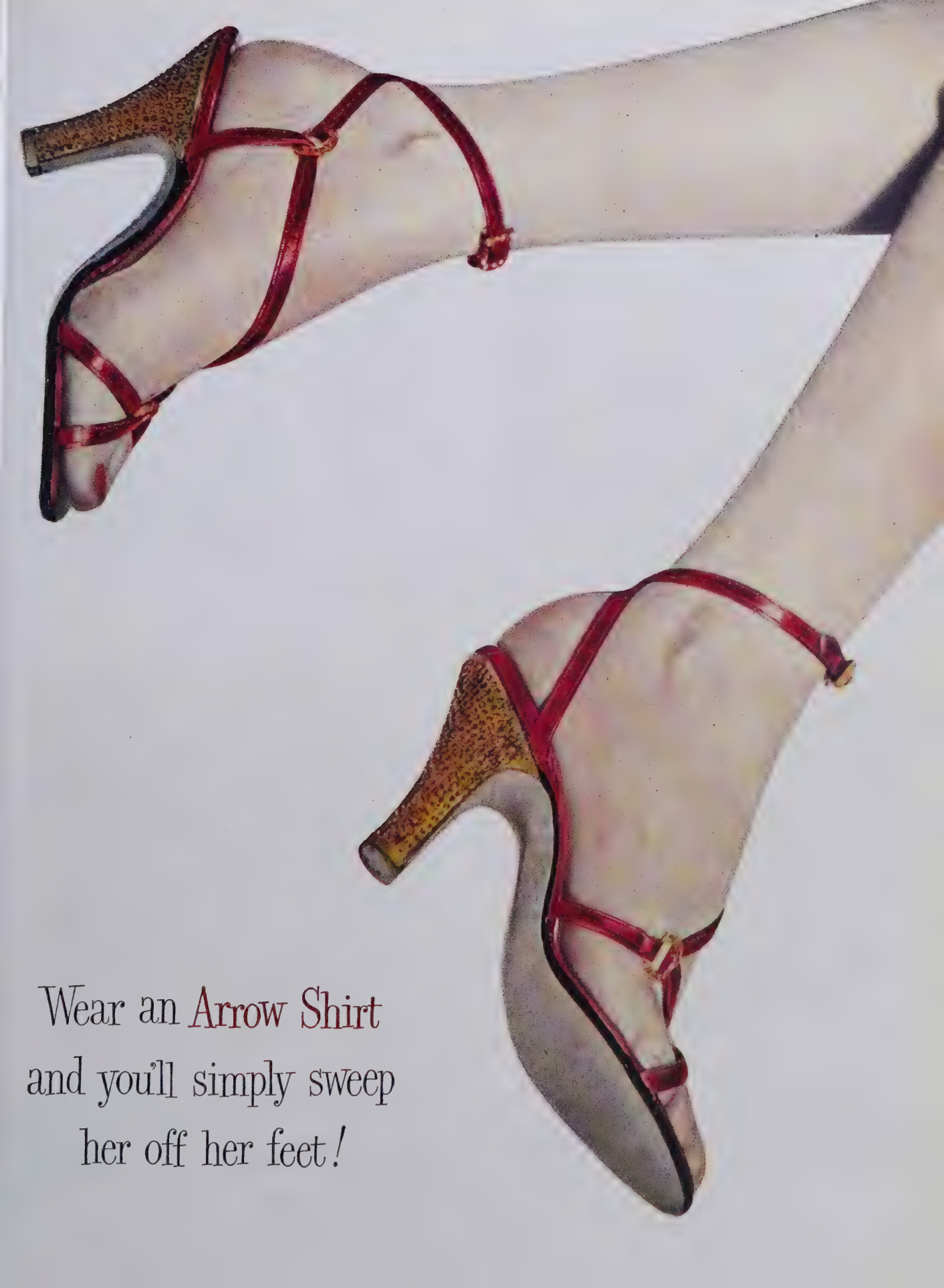
Avisco, 1956

This Valentine season, the strategy is the *spirited* approach. Perhaps a bold red is your weapon—crisp and exclusively *Arrow* in these miniature checks, dots, and stripes. Or, it may be an *Arrow* white shirt. Either way, he'll be pleased with the soft luxury of fine, Arrow "Sanforized" fabrics. Give your beau all *four* of these Arrows. You'll get his hearty compliment on your good taste and sense... at the very least!

ARROW first in fashion
Cluett, Peabody & Co., Inc.

Arrow, 1958

▶ *Arrow, 1951*


Wear an Arrow Shirt
and you'll simply sweep
her off her feet!

Arrow, 1953

Arrow, 1953

Arrow, 1952

McGregor Sportswear, 1957

▶ McGregor Sportswear, 1954

c'mon in ... the wearing's fine

Completely washable! They take to water like a mermaid. We're talking about the new—and we mean *new!*—Van Gab sport shirts. *Gabardine* . . . like you've never seen! *Silky-smooth gabardine* . . . with a new luxurious softness! *Finer-woven gabardine* . . . that wears and wears and wears! We've tailored this fine fabric with famous Van Heusen magic sewmanship. Full-cut for action . . . figure-tapered for looks. Shown here is famous California Lo-No model with exclusive two-way collar . . . smart with or without a tie. Completely washable, stays size-right, color-fast. **$4.95**
See Van Gab gabardine in other smart models—$2.95 to $5.95

The ties: Van Heusen Washable Poplin in 100% Nylon, 18 solid-color Sportones . . . $1.50 each.

Phillips-Jones Corp., New York 1. Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts

Look at those collars again! California Lo-No with "Fadeaway Collarband". Looks, fits right . . . with or without tie.

Season's biggest splash of color with 21 bright, new washable "Aquashades".

Van Heusen®

REG. T. M.

new **Van Gab Sport Shirts** . . . *Completely washable* . . . $4.95

Arrow, 1951

Wings, 1954

Van Heusen, 1950 ◀ Van Heusen, 1952

Fruit Of The Loom, 1950 ▶ Westminster Socks, 1950

STRIKE!
WESTMINSTER SOCKS
SCORE WITH MEN

for
closer
harmo

new school of design in ties

"side glances"

Manhattan combines the conservative and the unusual in a refreshing new note in printed acetate foulard neckwear. These new "Side Glance" ties offer distinctive designs—with the focus of interest on one side of the tie! In a wide array of color combinations—from bright to subdued.

styled by

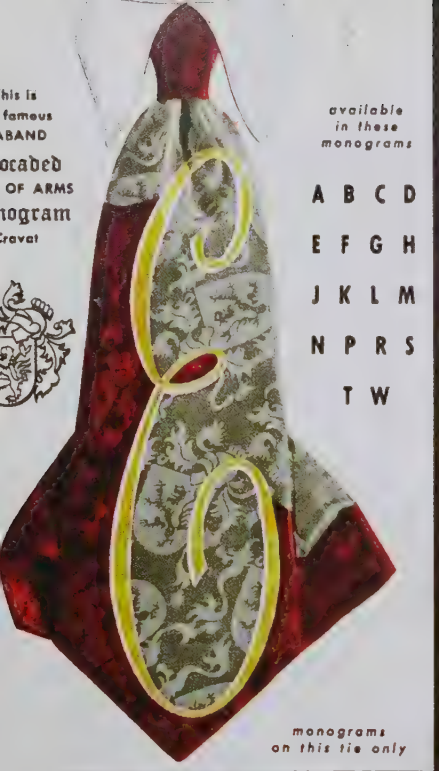
Manhattan®

SIDE GLANCES NECKWEAR, $1.50
OTHERS TO $3.50

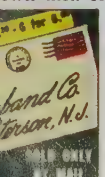
© 1953, THE MANHATTAN SHIRT CO., 444 MADISON AVENUE, NEW YORK, N. Y.

Van Heusen Ties, 1950 ◀ *Manhattan Ties, 1953*

▶ *Manhattan Ties, 1953* ▶▶ *Haband Ties, 1950*



the Necktie Super Market. These remarkable direct photographs show 12 style leaders from the mail house which sells ties to the business and professmen of the U. S. From practically every city own men send for ties to Haband in Paterson, N. J. and these 12 are the current favorites. Some have wondered why men send to Paterson year after year for them when other good ties can be bought just around the corner almost anywhere. The answer lies right here in these pictures. Excellent good taste is combined with well



ing. And more obviously, of course, there are the factors of economy and convenience. All of this is possible, particularly the styling and the economy, because Haband sells absolutely nothing other than neckties—with super intensive concentration upon one quality.

Look the pictures over, leisurely and carefully, and you will find it interesting to discover how neatly the group will fit into your own wardrobe. The pictures are honest. They neither flatter nor harm the product and as such they serve their purpose well, for men can match them up

fidence that there will be no let down when they the actual ties, cut to regulation shape and length fr today's standard rayon fabrics and expertly finished to the last detail. If you would like to get acquainted further with them, you need feel no hesitation in ordering a set, for Haband is vouched for by all usual commercial agencies and is probably known well by many of your friends and neighbors — most certainly

23229

23276

23291

23324

23328

and
SOLID
COLORS
in
NYLON

MAROON —
ROYAL —
NAVY —
BROWN —
GREEN —
BLACK —

$1.10 per tie —We pay the postage—

3 for 3.30 Minimum Mail Order

A Season's Supply **6 for 6.60** plus Desk Calendar FR

HABAND COMPANY, Paterson 4, N. J.

U. S. A. ONLY

You may send me the _____ ties I have listed and for which I enclose herewith, a $_____ remittance.

It is understood that if upon receipt of ties, I find any that I don't want to wear I can return them and have my money refunded promptly and without question.

Name _____
(Please Print)

Street _____

City _____ Zone _____ State _____

CHECK CHOICE BELO	
Initial	23264
Initial	23332
Initial	23321
23355 ☐	23324
23344 ☐	23328
23229 ☐	Solid .
23276 ☐	Solid .
23291 ☐	Solid .

REMITTANCE IN FULL MUST ACCOMPANY ORDER

Full price refunded if for any reason you don't want to wear

WE GUARANTE
Immediate Delivery

f or Jot Down the Numbers you would like to wear and send them to the y with your remittance. The ties will reach you by return mail, bring- a thrill and satisfaction because you will find them more than you d in body fullness, color depth and dollars and cents value—none of can be shown in any picture. But, if for any reason you don't want to em, you need only send them back to have your money refunded with ispatch. Economical handling requires a minimum order of 3 ties. But a season's supply, and receive with that order a timely gift of a 1951 Type Desk Calendar. Or, with Christmas coming on, take every tie (12) plus the Desk Piece for only $13.20.

BUY 6 TIES and get this *FREE*

E GIRL DESK CALENDAR—1951 approximately 5½"x6¼"—Easel Type Desk Calendar. Two tone simulated embossed leather frame. Sep-

Hart Schaffner & Marx, 1951

Hart Schaffner & Marx, 1953

Hart Schaffner & Marx, 1950 ◀ Munsingwear, 1951

Munsingwear, 1951

Pacific Fabric, 1950

Manhattan Shirts, 1951

Manhattan Shirts, 1951

Manhattan Shirts, 1951

HATS—As healthy as they're handsome

THE SOMBRERO—Originally introduced into Latin America by the Spaniards. Its name is taken from the word *sombra*, meaning shade. And a wonderful sun-shade it makes! It's cool, eye- and head-protecting, whether embroidered with colorful threads or decorated with jangling silver.

No matter where you live—South or North of the Border—the primary purpose of your hat is to *protect* you. In summer, its brim protects your eyes from aching glare; in winter, it protects your head from icy blasts. It guards your hair from the drying effects of the sun's rays, and keeps city soot out of your scalp. More things than sunstroke can happen to men who go bareheaded! Why ask for trouble when one of the handsomest pieces of apparel you can wear is a hat. Your dealer has handsome hats just suited to you. They are *right* for the occasion—wherever you go, or play, or work.

"Wear a Hat—It's as Healthy as It's Handsome!"

KNOX

DUNLAP

Divisions of the Hat Corporation of America—Makers of Fine Hats for Men and Women

HATS—As healthy as they're handsome

THE HAVELOCK—The invention of Sir Henry Havelock of the British Army in India about 1850. Also known as the "kepi" and "forage cap." In other armies. The Havelock shown here is worn by a French legionnaire. It's a handsome hat whose primary purpose is protection, to protect the back of the wearer's head and neck from the dangerous direct rays of the tropical sun.

No matter where you live—in New York or New Caledonia—the purpose of your hat is to protect your eyes from glare, your hair from sun and soot, your head from icy blasts. That's the *primary* purpose of a hat. Don't go bareheaded—it simply isn't a very wise thing to do.
It's unkind to your sinuses, and definitely unkind to the hair on your head. There's a handsome hat waiting to improve your appearance—and to protect your head. Styled in shape and color to the moment, there's a *right* hat for the occasion wherever you go, or play, or work.

"Wear a Hat—It's as Healthy as It's Handsome!"

Divisions of the Hat Corporation of America—Makers of Fine Hats for Men and Women

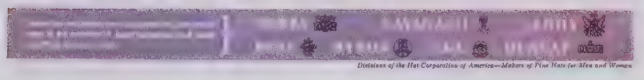
Hats, 1952

HATS—As healthy as they're handsome

THE "TEN GALLON"—The traditional hat of the Western plains has many functions. Its broad brim keeps glare out of the wearer's eyes and the high crown protects his head from the burning sun. It has been used as pillow, fire-fanner, and drinking cup!

Whether you punch cows or punch a clock, never forget the primary purpose of a hat—to *protect* you. A hat shades your eyes from aching glare, keeps sun and city soot off your hair, and guards your head against icy blasts. That's why when you go bare-headed you're just asking for trouble. It's foolish—especially when there is a handsome, well-styled hat just waiting to improve your appearance. Look in your dealer's window—he has a hat designed *right* for any occasion, wherever you go, or play, or work.

"Wear a Hat—It's as Healthy as It's Handsome!"



Divisions of the Hat Corporation of America—Makers of Fine Hats for Men and Women

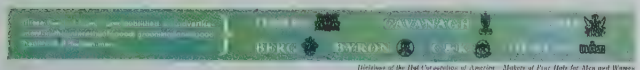
Hats, 1952

HATS—As healthy as they're handsome

THE KUFIYAH—The sons of the desert have worn these since time immemorial. The Sheik's headdress pictured here is a handsome and costly example, yet primarily, its purpose is protection. The loose folds protect the head from the burning sun. The front part is pulled down to guard the eyes from glare and, on the desert, the folds are wrapped around the face as a protection against flying sand and chill of desert nights.

The primary purpose of *any* hat—Kufiyah or snap-brim—is to *protect* you. It protects your eyes from glare, your head from icy blasts, your hair from burning sun and city soot. As a simple health precaution—*it's wise to wear a hat.* Especially since hats are handsome, too. Look in your dealer's window. There's a styled-to-the-minute hat to complement the clothes you wear. There's a *right* hat for every occasion—wherever you go, or play, or work.

"Wear a Hat—It's as Healthy as It's Handsome!"



Divisions of the Hat Corporation of America—Makers of Fine Hats for Men and Women

Hats, 1952 ◀ *Hats, 1952*

HATS—As healthy as they're handsome

THE SOLA TOPEE—The Indian sun helmet was first developed by the British Army in the early 19th century. One of the world's most ungainly looking hats, it is a boon on the outside to reflect the sun, ventilated to help rest the eyes, and is filled with the light, porous pith of the Indian sponge-wood tree, to insulate against the heat rays of the sun.

Your hat, too, is meant to protect you. It protects your hair from sun and soot, guards your eyes from painful glare, wards off the cold that can chill your head as well as your feet. Just as a practical matter—*it's wise to wear a hat.* It is rewarding, too. There's a healthy, appearance-improving hat waiting for you right now. In color and styling, it's *right* for the occasion—wherever you go, or play, or work.

"Wear a Hat—It's as Healthy as It's Handsome!"

Divisions of the Hat Corporation of America—Makers of Fine Hats for Men and Women

Hats, 1952 ▶ *Jockey Underwear, 1950* ▶▶ *Jockey Underwear, 1950*

Don't Settle for Less!

Feel like a million!

Why accept less when you can be sure of complete comfort with Jockey Underwear! It fits snug as your skin, moves as you move, gives you positive masculine support. Look for the mark, "Y-FRONT," on the garment—it's your assurance that you're getting the famous Coopers product—and one of many reasons why Jockey gives you a real lift. See your dealer soon—be "Hip-Taped" for perfect fit. Then do as millions do—feel like a million in Jockey brand Underwear! Jockey Contoured Shirts to match.

Comfort for Your Every Need—for Every Occasion

Jockey Shorts for active sports — **Jockey Midway** for everyday wear — **Jockey Over-Knee** for upper-leg protection — **Jockey Longs** for full-leg protection — **Jockey Bellin** for dress-up wear

WEAR

Jockey*

Underwear made ONLY by

Coopers*

Licensees: Canada, J. R. Moodie; Australia, Speedo Knitting Mills; Scotland, Lyle & Scott; New Zealand, Lane, Walker, Rudkin; Switzerland, Vollmoeller; France, Verdier; Colombia, Textiles Lajo; Italy, Sacit; Austria, Poeschl; Denmark, Taco; South Africa, Nimon & Lester; Germany, Volmo.

*©Coopers, Inc., Kenosha, Wis.

The Famous Brand of Knit Support Underwear

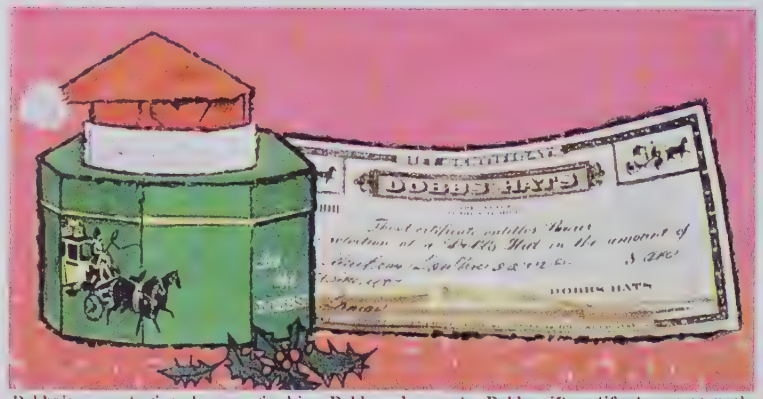
Also Jockey brand Underwear in Children's Sizes

Don't Settle for Less!
Feel like a million!
Why accept less when you can be sure of complete comfort with Jockey Underwear! It fits snug as your skin, moves as you move, gives you positive masculine support. Look for the mark, "Y-Front," on the garment—it's your assurance that you're getting the famous Coopers product—and one of many reasons why Jockey gives you a real lift. See your dealer soon—be "Hip-Taped" for perfect fit—then do as millions do—feel like a million in Jockey brand Underwear!
Comfort for Your Every Need—for Every Occasion
Jockey Shorts for active sports
Jockey Midway for everyday wear
Jockey Over-Knee for upper-leg protection
Jockey Longs for full-leg protection
Jockey Bellin for dress-up wear
WEAR
Jockey*
Underwear made ONLY by
Coopers*
The Famous Brand of Knit Support Underwear
Licensees: Canada, J. R. Moodie; Australia, Speedo Knitting Mills; Scotland, Lyle & Scott; New Zealand, Lane, Walker, Rudkin; Switzerland, Vollmoeller; France, Verdier; Colombia, Textiles Ego; Italy, Sacit; Austria, Poeschl; Denmark, Taco; South Africa, Ninian & Lester.
*®Coopers, Inc., Kenosha, Wis.

Christmas just isn't Christmas without a family... of Dobbs hats.

Family man, sportsman, businessman. For all his interests there's the perfect Dobbs hat. Our many-sided man, below, is wearing a Dobbs velour Tyrolean. $20. (Ornaments extra.) There's the new Dobbs Two-Tone* Gamebird. Unique for town and country. $15. For evenings, the sophisticated Dobbs Black Homburg. $13.50 to $20. This year make his Christmas a Dobbs Christmas. Dobbs hats available at fine stores throughout the United States. Also Canada. $10.95 to $100. Dobbs, Park Ave. at 49th St., N.Y.

*U. S. Pat. #2,844,823 and other patents pending.



Dobbs is so easy to give when you give him a Dobbs gift certificate. Let him choose the style and color he wants. Dobbs gift certificates come packaged with unusual miniature Santa Claus cap.

Dobbs Hats, 1958

Cosmopolitan—the man who wears the Stetson with the Mode Edge

Wherever you are you're right in style wearing a Stetson with the famous Mode Edge. It's a sign of fine craftsmanship for those who demand the custom touch. Here you see the Stetson Sussex with the Mode Edge...a hat designed for the trend towards the slimmer, trimmer silhouette. New smart colors with contrasting bands. The Stetson Sussex—$15. Other Stetson styles with the Mode Edge—$15 and $20.

The STETSON is part of the man

The Stetson "Cushioned To-Fit" leather has been the standard of hat comfort for over 70 years.
Stetson Hats are made only by John B. Stetson Company, and its affiliated companies throughout the world.

Stetson Hats, 1954

ask for the
Stetson Ivy League, $10

Prices slightly higher in Canada.

the new neat look

Look at it from every angle. The *Stetson Ivy League* gives you that *neat* look—trim, crisp, wide-awake. The face-flattering narrow brim, the tapered crown and the stylish center crease make it the favorite of men with a future.

the STETSON is part of the man

The Stetson "Cushioned to-fit" leather has been the standard of hat comfort for over 70 years.
Stetson hats are made only by the John B. Stetson Company and its affiliated companies throughout the world.

Stetson Hats, 1953

Stetson Hats, 1954

Wembley Ties, 1951

TRY THIS ON FOR SIGHS!

An Arrow Shirt does something for a guy that does something to the gals.

Maybe they figure any man that's so neatly groomed would be just as neat around the house. May be that virile Mitoga-tailored fit.

Or maybe they're sure any man who insists on the "Sanforized" label (fabric shrinkage less than 1%), anchored buttons, and the *value* in every Arrow Shirt is sure to be a good provider! Whatever it is, it's *wonderful!*

The shirt being admired is *Par* (above), soft, spread collar... regular or French cuffs. $3.65. If you like a non-wilt collar, you pick *Dart*, $3.65; *Mall* (in finer broadcloth), $3.95; or *Dale* (premium broadcloth), $4.50. *Drew* has medium-short points, low neckband, $3.65.

Tie Note—These shirts will look even handsomer with Arrow's luxurious new *Royalty Satin Ties* (shown) in popular paisley patterns! $2.00 each.

ARROW SHIRTS *and* TIES

Cluett, Peabody & Co., Inc., Makers of Arrow Shirts, Ties, Sports Shirts, Handkerchiefs, Underwear.

Arrow Shirts, 1950

GUARANTEED

FRUIT OF THE LOOM
UNDERWEAR ®

The Short Valentine that lasts so long!

The neat key-in-heart pattern captures the Valentine spirit in these boxer shorts. And Fruit of the Loom's practical features guarantee a satisfied sweetheart: Sanforized high-count cotton broadcloth. Extra-rugged at stress points. Lasting fit through countless washings. Unconditionally guaranteed. Priced so right, too, you'll want to give him a boxful! Win an extra hug — include Fruit of the Loom tee or athletic shirts.

49¢

Athletic Shirts, Box of 6: $2.90

69¢

Sanforized Shorts, Tee Shirts, Briefs, Box of 6: $4.10

Boys' Shorts 59c, 6 for $3.50;
Boys' Tee Shirts and Briefs 49c, 3 for $2.90;
Boys' Athletic Shirts 39c, 6 for $2.30. Sizes 2-16

More men and boys wear FRUIT OF THE LOOM underwear than any other brand!

EMPIRE STATE BUILDING, NEW YORK 1, NEW YORK

Be well turned out when you turn in

WELDON
PAJAMAS

Fun For ALL... And ALL For Fun

. . . in Weldon's gay . . . colorful . . . happily comfortable "Islander" Pajamas . . . just the ticket for a pleasant evening of playing the Pajama Game together. Everyone looks and feels their free and easy best in these wonderful authentic Caribbean styled pajamas made in fine broadcloth . . . so handsome for lounging . . . so marvelous for sleeping. Multicolor striped shirt tail top with new Caribbean collar . . . solid color red or blue tapered trouser. Available in sizes for the entire family. "Islander" is but one of the many new Weldon Pajama styles . . . inspired by The Pajama Game . . . and now available at your favorite pajama counter . . . popularly priced from $3.95 to $6.95.

"Islander" style illustrated above:
Men's and Women's sizes about $6.95
Boy's and Girl's sizes about $5.00

Guaranteed by Good Housekeeping

WELDON PAJAMAS, INC. • EMPIRE STATE BLDG. • NEW YORK 1

Fruit Of The Loom, 1958

Weldon Pajamas, 1957

▶ *Manhattan Pajamas, 1952*

you're always young
in Shangri-La
SHANGRI-LA! . . . this new *Manhattan* pattern in pajamas and boxer shorts captures all the magic youthfulness and beauty of SHANGRI-LA. . . . In blue, grey or tan washable cotton prints. Give him a matching set for a gift . . . and he'll be in paradise in *Manhattan* SHANGRI-LA.
Manhattan ®
Pajamas $5.00* Undershorts $1.50*
© 1952, THE MANHATTAN SHIRT CO.
*SUBJECT TO O. P. S. REG.

2
3

Style #9291
Classic Summer style. Dress wing tip with flexible leather sole.

Style #9759
Smart ventilated style. Moccasin toe for extra foot freedom. Fine leather sole.

Freshen up...

FROM THE GROUND UP...IN

America's No. 1 Shoe

Style #9610
Genuine Nylon Mesh inlay. Flexible leather sole. Feather-light and wonderfully cool.

Thom McAn's prices for style-right, summer-right shoe values are so down-to-earth that you *can* afford to stride through any summer scene looking and feeling like a cool, cool million! There's a reason for Thom McAn's sensible prices: Thom McAn is America's largest manufacturer-retailer of men's shoes. Huge production brought directly to you through Thom McAn's own retail stores, means big savings which are passed along to *you*. No wonder so many men are buying two pairs of Thom McAns—for less money than they previously spent for only one pair of high-priced shoes.

See them—try them—and you, too, will say:

"I don't see how they make them for the money."

Thom McAn

$7.95 AND $8.95

MOST STYLES

WORN BY MORE MEN THAN ANY OTHER SHOE

THOM McAN IS A DIVISION OF MELVILLE SHOE CORPORATION

Mansfield Shoes, 1957 ◀ *Thom McAn Shoes, 1951*

Quality at your feet...

BROWN SHOE COMPANY

the pedwin

SMOKE TONE

Soft casual shoe with a bold look. Comfortable two-eyelet with cushioned crepe wedge sole. Also in Oyster Shag or Dark Grey. Pedwin Division, Brown Shoe Company, St. Louis.

Shoe Illustrated **10.95** Other styles 8.95 to 11.95.

Pedwin, Jrs., for boys, 7.95 to 9.95. All styles Higher Denver West

pedwin®

young ideas in shoes

Pedwin Shoes, 1958

▶ *Hanes Stockings, 1957* ▶▶ *Cameo Stockings, 1958*

In 13000 BC
smart women
wore nothing.

In 1957 AD
smart women
wear nothing but
seamless
stockings
by Janes

no seams to worry about

bur-mil
Cameo
stockings
...bring your costume color right down to your toes... lure your legs to new loveliness. Ask for the new Cameo stocking tints. Left to right, a sampling of Cameo's coordinated costume colors: Sea Grass, Coral Reef, and Grey Haze. $1.35 to $1.65 a pair. Full-fashioned and seamless—stretch, too.
THE HUE IS THE CRY!

Keds Shoes, 1951

Keds Shoes, 1956

Commodores Shoes, 1952

Tred-Lite Shoes, 1954

Naturalizer Shoes, 1958

DuPont Nylon, 1956

Life Stride Shoes, 1951

Jacqueline Shoes, 1956

Microlite Soles, 1955

Neolite Soles, 1951

Seamless by

bur-mil Cameo

for natural

beauty

She is a pleasure to paint – your Cannon Go-Girl. Those Cannon Nylons do, indeed, do something for a girl's legs. I've noticed the smart new shades and pencil-fine profile they give.
Vanda

"Cannon Nylons do something for my legs!"

says the Cannon Go-Girl

A second look? You rate it, every time, in your eye-catching Cannon Nylons.

For Cannon colors sing in soft autumn tones, keyed to fashion's newest spectrum.

And Cannon's *high-twist* thread sleeks your ankle, cleaves tight to your heel in a full-fashioned sheath.

Cannon Nylons wear well, too! No wispy one-day wonders, these.

Gals out in the whirl, out in the world, insist on Cannon Nylons.

Ask for them at your favorite neighborhood shop.

Go-Radiant—beige, with a dash of sunshine.

"on the legs that are on the go"

COPR 1951 CANNON MILLS, INC.

CANNON MILLS, INC., NEW YORK, MAKERS OF CANNON SHEETS, TOWELS, BLANKETS, BEDSPREADS

TRADE MARK CANNON

Cameo Stockings, 1956 ◀ *Cannon Nylons, 1951*

And the winner is...

Tugging At A Girdle Is So Awfully Necessary

Forget taste. When it came to advertising girdles in the 1950s it was anything goes. Pulling your panties in public was justified according to this ad if it meant keeping a creeping girdle in place. The Perma-Lift did just that in a piece of latex straight out of an S&M catalogue.

Es ist so schrecklich – dass man auch immer an den Strapsen zupfen muß

Geschmack, was ist das? Die Werbung für Strapse kannte in den Fünfzigern kein Halten mehr. In aller Öffentlichkeit an seinem Höschen zu ziehen, war dieser Reklame nach gerechtfertigt, wenn dadurch ein rutschender Straps an Ort und Stelle blieb. Eben dies leistete der Perma-Lift, und zwar durch ein Latexband geradewegs aus dem S&M-Katalog.

Tirer sur sa gaine, c'est bon pour la dégaine

Plus question de bon goût. Dans les années 50, quand il s'agit de vanter les vertus de la gaine, il n'y a plus de limite. Remonter sa culotte en public ? Pourquoi pas, s'il s'agit de remettre sa gaine en place. C'est ce que permet la Perma-Lift, grâce à un latex sorti tout droit d'un catalogue sado-maso.

Perma•lift's Magic Oval Pantie

CAN'T RIDE UP—EVER!

Obviously the uncomfortable young shopper on your right doesn't know that "Perma•lift's"* Magic Oval Pantie** Can't Ride Up—Ever! Tugging at a girdle is so awfully necessary with ordinary garments. But this can't happen to you when you wear a "Perma•lift" Magic Oval Pantie, for it's actually guaranteed to remain in place always. Be fitted today.

Pantie 3844—Power Net with front and back control. Only $5.95.
Bra 132—Fine cotton with Magic Insets. $2.50.

*Reg. U. S. Pat. Off. • A product of A. Stein & Company • Chicago—New York—Los Angeles **Pat. No. 2,705,801

Perma-Lift, 1957

REYNOLDS WRAP
FOIL

WAKE UP to Aunt Jemima Pancakes!

So light-So tender they melt in your mouth!

No Wonder...

more women prefer Aunt Jemima than all other brands combined!

Let your fork sink into the fluffy lightness of a stack of golden Aunt Jemima Pancakes. Ever see such fine, fluffy texture? Ever taste such melting tenderness? Now you know why homemakers everywhere choose these better pancakes. Treat your folks to America's favorites tomorrow morning!

AUNT JEMIMA
Pancakes and Waffles

SPECIAL OFFER! Limited Time Only!

3 Piece Aunt Jemima SPICE SET!

For your most-used spices • Nutmeg, Cinnamon, Paprika

TODAY! SEND only 50c (in coin) and the top from any Aunt Jemima Ready-Mix Pkg.
- 4" high!
- Long-Wearing Plastic!
- Washable in Hot Water

MAIL TO: Aunt Jemima Box D, Dept. 31 Chicago 77, Illinois

Reynolds Aluminum Foil, 1952 ◄ *Aunt Jemima Pancakes & Waffles, 1950* ► *Puffin Biscuits, 1957*

Kellogg's Corn Soya Cereal, 1950

Log Cabin Syrup, 1950

Post-Tens, 1951

Post Toasties, 1951

▶ Post 40% Bran Flakes, 1950

NO, THANKS, WILBUR... I'M SO ALL-IN I COULD SLEEP ON A CACTUS PLANT—

♫ THE GENTLEMEN BOW TO THEIR LADIES ♪

DORA HAS BEEN ON A SIT-OUT STRIKE ALL NIGHT!

WELL TWIRL ME, HONEY, AND CALL ME SPORT...

HAVEN'T HAD SO MUCH FUN SINCE THE FLEA CIRCUS PLAYED THIS TOWN—

MAYBE IT'S SOMETHING SHE DIDN'T EAT!

n't be Droopy Dora! Maybe that dull, logy ng comes from irregularity due to lack of bulk our diet. Try the "ounce of prevention" in y serving of Post's 40% Bran Flakes . . . the al that gives you the three extra keep-fit benefits:

1. **bran to help prevent irregularity due to lack of bulk in the diet**
2. **whole-wheat values of these essential B vitamins: thiamine and niacin**
3. **good source of these important minerals: phosphorus and iron**

od for you—and so *good*, too! How you'll enjoy se golden flakes, that delightful flavor! Folks ywhere eat 'em just because they taste so good! day, ask for Post's Bran Flakes, America's est selling bran flakes!

LIFE IS SWELL WHEN YOU KEEP WELL!

Post's 40% BRAN FLAKES

—One of the famous POST CEREALS—Try 'em all in POST-TENS!

A CHOICE OF EREALS FOR EVERY-ODY IN THE FAMILY, DIFFERENT CEREAL FOR EVERY DAY IN THE WEEK!

7 CEREAL FAVORITES!

10 INDIVIDUAL PACKAGES

3 Post Toasties
2 Grape-Nuts Flakes
1 40% Bran Flakes
1 Grape-Nuts
1 Rice Toasties
1 Sugar Crisp
1 Nabisco Shredded Wheat

That HONEY of A NEW CEREAL!

Products of General Foods

Post Alpha-Bits, 1958

Pillsbury Cinnamon Rolls, 1955

▶ Post Tens, 1955 ▶▶ Wheaties Cereal, 1952

8 A.M. and all's swell when you get your choice

your choice of the world's choicest
reals— in Post Tens!

o wouldn't feel terrific at breakfast time—
h that wonderful Post Tens assortment to choose
m! Miss Freckle Face here leans toward
pe-Nuts—for more energy per spoonful than any
er cereal, cooked or cold! And whatever
pick, all 7 famous Post Cereals are so nutritious,
delicious! Give *your* family a choice and change
ry day of the week—this convenient Post Tens way!

For goodness sake—get Post Tens!

of General Foods

NEW WHEATIES ARE SUPER-FLAKED!
BIGGER!
SEE THE DIFFERENCE!
TASTE THE DIFFERENCE!
SO CRISP!
BRIGHTER!
BOB FELLER SAYS
"I grew up on Wheaties and believe me
New WHEATIES®
ARE BETTER THAN EVE
WHAT SPARKS A CHAMPION SPARKS YOU—AND CHAMPIONS CHOOSE W
"Breakfast of Champions"

WHEATIES
"Breakfast of Champions"
SAVE 15¢
ON 2 PACKAGES WHEATIES!
Mr Grocer: I think the new Wheaties are the best Wheaties ever - and I want to prove it to my friends. Please give the bearer of this Coupon 15¢ off the regular price of two boxes of Wheaties. Bob Feller
MR. GROCER: You are authorized to act as our agent in accepting this coupon for 15¢ on the above special offer. For reimbursement, including a two cent handling charge, see your General Mills salesman; or send to General Mills, Dept. 325, 623 Marquette Ave., Minneapolis 2, Minn. Only one coupon per purchase. This coupon void in any state or locality prohibiting, licensing, taxing or regulating coupons. This offer expires March 31, 195
General Mills
BOB FELLER,
PITCHER, CLEVELAND INDIANS,
SAYS: "Take me up on my special offer. Try the new Wheaties at a saving with my coupon. I'm sure you'll agree, new Wheaties are bet-

AMAZING COFFEE DISCOVERY!

Not a powder! Not a grind! But millions of tiny "FLAVOR BUDS" of real coffee . . . ready to burst instantly into that famous MAXWELL HOUSE FLAVOR!

Utterly unlike old-style "instants" . . . just as quick but tastes so different!

In the famous Maxwell House kitchens this superb, roaster-fresh coffee is actually brewed for you. At the exact moment of perfection the water is removed by a special Maxwell House process—leaving the millions of miracle "Flavor Buds"!

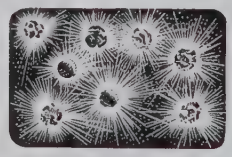
100% Pure Coffee—No Fillers Added!

Just add hot water . . . and the bursting "Flavor Buds" flood your cup with coffee as delicious as the best you've ever brewed. One sip and you'll never go back to old ways!

Saves you money, too! The large economy-size jar saves up to 75¢, compared to three pounds of ground coffee!

See how the Flavor Buds "come to life" in your cup!

MAGNIFIED VIEW of new miracle "Flavor Buds" shows how utterly different they are from old-style powders and grinds.



THE INSTANT you add hot water, the "Flavor Buds" burst—releasing flood of rich, delicious Maxwell House flavor!

Reach for the jar with the stars on top!

A Product of General Foods

The only instant coffee with that GOOD-TO-THE-LAST-DROP flavor!

Maxwell House Coffee, 1953

▶ *Pan-American Coffee Bureau, 1953*

THINK BETTER!...Minutes before air-time, newscaster Edward R. Murrow checks his script for CBS Television's *See It Now* – and takes a "Coffee-break"! Delicious, bracing coffee aids clear thinking. A cheerful cup can clear *your* mind for action, too. Whatever your job, keep yourself alert – give yourself a "Coffee-break"!

–give yourself a Coffee-break"!

WORK BETTER!...TV production is exacting work. That's why *See It Now's* director and cameraman break . . . for coffee! Coffee's gentle stimulation makes hard work seem easier. Make a "Coffee-break" part of *your* working day.

FEEL BETTER! . . . The whole family enjoys Edward R. Murrow's thrilling TV show, and fragrant coffee adds the final touch. Relax often – with coffee "all around." With family, friends, or all by yourself – take a "Coffee-break"!

There's a welcome lift in every cup!

© 1953

-AMERICAN COFFEE BUREAU, 120 Wall St., New York 5 • Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • Ecuador • El Salvador • Guatemala • Honduras • Mexico • Venezuela

Kool-Aid, 1954

New breakfast drink discovery gives you

MORE VITAMIN C THAN ORANGE JUICE

Tang Breakfast Drink, 1959

Tea, 1952

TRY THE INSTANT COFFEE THAT DARES GUARANTEE

A Perfect Cup of Coffee Every Time!

100% PURE COFFEE

"Pre-Percolated" by experts for Instant goodness . . . cup . . . after cup . . . after cup!

G. Washington's coffee experts say: "We guarantee *every single cup* of Instant G. Washington's will turn out perfect!" And it does!

The answer is these experts "Pre-Percolate" G. Washington's *for you*. Better than you could ever brew coffee at home! Just add boiling water . . . *instantly* you've coffee at its rich, mellow, real coffee best!

For G. Washington's real coffee, all coffee—100% pure coffee! Its patented "Flavor-Lock" Tin and Inner Seal keep this superb blend of 4 famous coffees "roaster-fresh" . . . cup . . . after cup . . . after cup!

Try Instant G. Washington's! Medium Tin gives about as many cups as 1 lb. of ordinary ground coffee—Large Tin as many cups as 2 lbs. (*and saves you up to 25¢ per lb.*)!

Money-Back Guarantee

Perfect Coffee Every Single Time! Not just once or twice. Not by luck or accident. Not "Hit-and-Miss" like some coffees. *But Uniformly Delicious cup . . . after cup . . . after cup or your money back!**

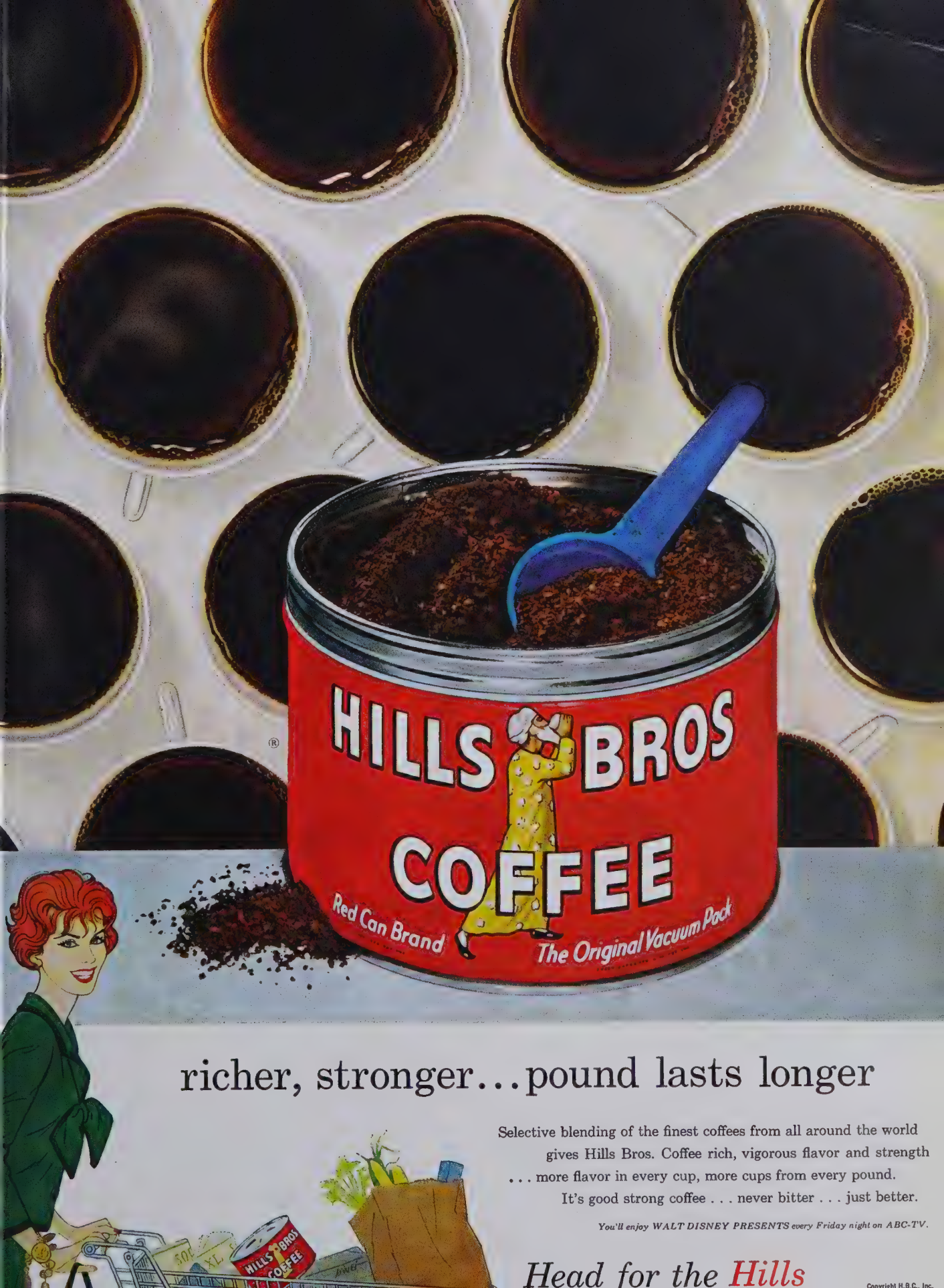
*If dissatisfied for any reason, send us Tin with unused coffee, your name and address. State price you paid. *G.Washington's*® Dept. 600, Morris Plains, N. J.

ALSO AVAILABLE IN *1-Cup "Aces"*

New foil-wrapped one-cup "Aces" are the quick, handy way to make that *single* cup of Instant G. Washington's . . . when and where you want it! Perfect *for* coffee, factory, lunch box, home. Three one-cup "Aces" about 10¢. At your grocer's now!

INSTANT G. WASHINGTON'S
100% Pure Coffee for 100% Pure Pleasure

G. Washington's Coffee, 1953 ▶ *Hills Brothers Coffee, 1959* ▶▶ *Libby's Juice, 1950*


HILLS BROS
COFFEE
Red Can Brand
The Original Vacuum Pack
richer, stronger...pound lasts longer
Selective blending of the finest coffees from all around the world gives Hills Bros. Coffee rich, vigorous flavor and strength . . . more flavor in every cup, more cups from every pound.
It's good strong coffee . . . never bitter . . . just better.
You'll enjoy WALT DISNEY PRESENTS every Friday night on ABC-TV.
Head for the Hills
Copyright H.B.C., Inc.

WEALTHY WITH
Hawaiian Sunshine!
Libby's
PINEAPPLE JUICE
LOOK TO Libby's
FOR PERFECTION!

CURTISS
MIRACLE AID
MAKES A HALF-GALLON
5¢
POWDERED BEVERAGE BASE ADD SUGAR
10
TEMPTING FLAVORS
ck the package th the pitcher on e front. 5c Pack-ge makes one-half allon . . . 10 full lasses. Keep a tcherful in your frigerator for the mily.
NOW OFFERED AS A
BIG-VALUE PREMIUM
Jumbo HALF GALLON SIZE
unbreakable, poly
PITCHER

Kool-shake, 1957

Stokely-Van Camp Juices, 1959

Miracle Aid, 1956 ◀ Florida Orange Juice, 1958

Milk, 1958 ▶ Ritz Crackers, 1950

Nothing tastes as good as RITZ but RITZ!"

Gourmet's HOLIDAY BAZAAR

OVEN-READY GAME BIRDS

Since 1922

Prices Prepaid — In Dry Ice

Pheasants 2, Chukars 2, Quail 6..... $29

Pheasants:	2— $9,	6—$25,	or	100—$375
Chukars:	4—$16,	8—$29,	or	100—$350
Quail:	6—$16,	12—$28,	or	100—$200

Your satisfaction guaranteed, as always. . . . Holiday wrapped. . . . Your card enclosed. . . . Send your list, delivery date and check, now!

(Over ½ million game birds shipped.)

M. E. Bogle

527 Ogden Street San Antonio 2, Texas

Call Capitol 6-9500

Original Pennsylvania-Dutch
HICKORY VALLEY FARM

DELICIOUS SMOKED MEATS BY MAIL

SMOKED TURKEY

Great Chefs, gourmets, famous hostesses acclaim these Hickory Smoked Turkeys as among the true luxury delicacies of the world. The meat is actually pearly pink! Whole Turkeys, Average weight 10 to 20 lbs., @ $1.75 per lb.

SHERRY-BASTED HAM

This superb Baked Ham is spiced with choicest cloves. It nestles in its distinctive gift package like a great treasure. Hickory Smoked Ham, Average weight 10-18 lbs., @ $1.75 per lb.

Send check or money order along with itemized gift list to:

HICKORY VALLEY FARM LITTLE KUNKLETOWN STROUDSBURG, PENNA.

Member of Gourmet's Guest Club and Diners' Club. Indicate Account Number to charge.

Spice Island Co., M.E. Bogle, & Hickory Valley Farm, 1955

Cheese of Holland, 1951

Kraft De Luxe Slices, 1955

Kraft De Luxe Slices, 1953

Spanish Olive Oil, 1957

CAMEMBERT
CAMEMBERT
CAMEMBERT
BRICK
To
Aunt Sue

EDDAR
BLUE CHEESE
Gouda
SWISS

Alcoa Aluminum Foil, 1956

Waxed Paper, 1954

American Dairy Association, 1954 ◀ Reynolds Wrap, 1956

Reynolds Wrap, 1950

The Crisp, Cool Touch that Makes the Meal—

Mrs. Fanning's original recipe

The Famous "BREAD and BUTTER"* PICKLES

No other pickle adds more flavor, goes so well with so many foods! Not sour, not sweet, just right! CHILL and serve these crisp, spicy slices of sun-ripened cucumbers often. New pack now at your grocer's!

Get a jar soon!

Just what fish needs!

The sandwich-maker's delight!

Secret of successful salads!

Happy touch with hamburgers and most meats!

The spicy note on cold plates!

*TRADEMARK "BREAD AND BUTTER" REG. U.S. PAT. OFF.

Best Foods Pickles, 1950

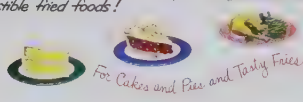
Crisco—The One and Only—brings you Digestible fried foods!

They're crisp! They're light! They're fried in Crisco!

Mmm . . . how potatoes do perk up when you fry 'em crisp-crisp and fluffy light this Crisco way! And everyone from Junior to Grandpa can have second helpings. Crisp, light Crisco-fried potatoes are digestible. Yes, just as digestible as though baked or boiled!

Why shouldn't they be? Crisco itself is digestible! It's pure—it's all-vegetable. Doctor tests say foods fried in Crisco are easy to digest. And that's good news. For fried foods, as you know, can be heavy and hard to digest.

So don't take chances! Always fry foods light and right in pure, snowy Crisco. Then they're sure to be digestible. That's another wonderful reason why more women cook with Crisco than with any other brand of shortening!



For Cakes and Pies and Tasty Fries use CRISCO IT'S DIGESTIBLE!

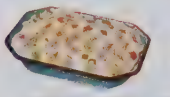
Crisco, 1951

m-m-m! Mashed Potatoes with real dig-in flavor!

Sez Who? Mashed-potato-lovers, that's who! Twice as many choose French's as any other instant potato!

M-M-M-GOOD! Company-dinner mashed potatoes with real dig-in flavor! And you can whip up French's in seconds with no peeling, no cooking, no mashing! Absolutely delicious—because French's has that wonderful Idaho texture, that extra-delicious Idaho flavor. Just let your family taste 'em. See why mashed-potato-lovers love French's best of all!

and in seconds—you can whip up an elegant big dish of **FRENCH'S INSTANT MASHED POTATO**



EVEN FANCY DRESS-UP DISHES ARE EASY WITH FRENCH'S

POTATO AND CHEESE BAKE golden and bubbly. Whip up French's and spoon half into a buttered baking dish. Dot with pieces of sliced cheese. Add rest of French's and dot with more cheese—or sprinkle with grated cheese. Pop into hot oven till cheese melts. De-licious!

IMPERIAL POTATOES great with steak! Whip up French's. Stir in one beaten egg yolk per 4-serving envelope. Spoon in swirly mounds onto greased cookie sheet. Brush with egg white beaten with 1 tsp. water, sprinkle with onion salt. Brown quickly in hot oven. So good—and French's makes 'em so easy!

French's Instant Mashed Potato, 1959

REVOLUTIONARY NEW RICE

NO OTHER RICE LIKE IT!

Just add to boiling water to make PERFECT RICE instantly!

Product of General Foods

No washing! No rinsing! No draining! No steaming!

You just add pre-cooked MINUTE RICE to boiling water—and presto! The best rice you ever tasted—snowy, fluffy, tender for sure! No fuss, no mess, and you simply can't ruin—MINUTE RICE gives you perfect results every time! Ask your grocer for the thrifty Family Package!

Easiest Vegetable Ever . . . So Thrifty Too!

MINUTE RICE WITH TURKEY

The holiday bird gets an extra-special welcome—when Minute Rice is on the menu, too! And this perfect rice is such a cinch to fix! Simply add 1½ cups Minute Rice and ½ teaspoon salt to 1½ cups boiling water. Cover and remove from heat. Let stand 15 minutes. Lo and behold—you've fixed the finest rice that ever graced a table!

As a vegetable . . . in casseroles . . . for heavenly desserts, there's simply no rice like Minute Rice. Look for the wonder-quick, wonderful recipes on every package. Minute Rice fixes marvelous meals in minutes!

Minute Rice, 1953

Memorable Menus

Fritos

Menu
FRITOS a la Chef's Salad
Buttered Asparagus
Whole Spiced Peach
FRITOS Tunato
Finger Rolls with Garlic Butter
Lemon Sherbet
Iced Tea

FRITOS A LA CHEF'S SALAD

½ cup Celery (chopped)
1 head Lettuce (medium) cut in chunks of about 1½"
2 Tomatoes (medium) cut in large pieces
1 Onion (large white) diced
½ Cucumber (medium) diced
½ Green Pepper (medium) chopped
1 Cup FRITOS
1 Tbsp. Olive Oil

Hot Dressing

2 Tbsp. Bacon Drippings
2 Tbsp. Vinegar (white)
½ Tsp. Salt (white)
½ Tsp. Paprika
⅛ Tsp. Pepper (black)

Heat bacon drippings. When hot add vinegar and seasonings. Pour this over the salad ingredients while hot. Heat 1 Tbsp. olive oil in frying pan. Add FRITOS to hot oil and stir until thoroughly heated. Add to the above salad ingredients and serve in a salad bowl, garnish with lettuce and parsley.
4-6 servings.

FRITOS TUNATO

1 7-oz. can Tuna
1 cup FRITOS (measured after crushing with rolling pin)
½ cup Mushrooms, diced
½ cup Celery, chopped
¼ cup Green pepper, chopped
2 tbsp. Onions, minced
¼ tsp. Salt
2 Eggs
½ cup Milk

Flake the tuna fish with a fork. Add mushrooms, celery, pepper, onions and mix. To the above add eggs slightly beaten and the milk. Stir in FRITOS and pour into an oiled baking dish, 9" x 5" x 2½". Bake for 30-35 minutes at 350°.

Enjoy this new experience in good eating—let Fritos, golden chips of corn, lend distinctive flavor richness to your favorite recipes! Fritos are deliciously crisp and fresh . . . perfect with salads, beverages, sea foods, casseroles, and many other tempting dishes. Today, get Fritos . . . they'll star in all your summer menus! Fritos, America's favorite corn chips!

Write for colorful Fritos recipe booklet, filled with new ideas for adding zest to mealtime with Fritos, golden chips of corn. Send your name and address to The Frito Company, Dallas, Texas.

A Truly Distinctive American Food

Fritos, 1950

ENJOY "EATING OUT" AT HOME!

Serve Six for less than $1.00

CHUN KING

CHOW MEIN and CHOP SUEY

Three Choices in BIG New 3 Lb. "Family-Economy" Size..... .....Now at Your Grocers!

Here is Chow Mein at its rich, savory best. And so quick to fix. Just heat and serve over crisp Chun King Noodles or Rice. Six good big servings from the new "family-economy" size. Your choice of Chicken Chow Mein, Beef Chop Suey, Meatless Chow Mein. For a wonderful family dinner or when guests drop in—serve Chun King. Tonight? *Any night!*

© CHUN KING SALES, INC.

Also available in 1 lb. cans to serve 2 or 3 persons . . . look for the Chun King foods section at your grocers.

Chun King, 1953

New! Chef Boy-Ar-Dee® Pizza Pie Mix

complete with mellow Italian-style cheese and Chef's incomparable Pizza Sauce!

Imagine — now you can serve this tantalizing Italian dish just as it's served in Naples—sizzling, savory, seasoned to perfection.

It's so easy with Chef Boy-Ar-Dee Pizza Pie Mix! Everything you need comes in one box—complete makings for tender, hearty crust . . . zippy, tomato-rich sauce, ready to use . . . even grated Italian-style cheese to sprinkle on top.

Baking time — only 15 to 20 minutes. Eating time—almost any time!

You'll love Chef Pizza, for example, as a tasty "fill-'em-up" lunch for the youngsters. And as the basis for a real Italian family dinner when you serve it with tossed salad, and fruit for dessert. (Each box makes 5 meal-size servings.)

But above all, try Chef Pizza for company snacks. Cut it in bite-size bits for appetizers. Serve in generous wedges for TV nibbling and late-evening party fare. Guests really gobble it up!

Remember to get a box—or two—tomorrow.

Chef Boy-Ar-Dee Pizza Mix, 1956

▶ *Van Camp's Spanish Rice, 1953* ▶▶ *Cheez Whiz, 1956*

The Joy of Good Eating

LIKE EATING CAKE—Van Camp's Tenderoni . . . as light, white, fluffy as an angel-food cake . . . for Tenderoni is the one and only macaroni product made with egg white. Cooks in only 7 minutes . . . needs no blanching . . . always tender . . . never doughy. Add salt and butter and enjoy . . . or serve with tomato sauce, meat balls, chicken, fish. Tenderoni helps give variety to your Lenten meals.

RICE AND EVERYTHING NICE... Van Camp's Spanish Rice . . . blended with tomatoes and peppers and other choice ingredients to give you the colorful, exciting dish that pleases all tastes. Ready to heat, eat, enjoy . . . to serve with shrimp . . . to stuff green peppers and bake. Make Van Camp's Spanish Rice your next adventure in good eating.

Enjoy the Garry Moore Show CBS-TV Network, every Thursday afternoon

Stokely-Van Camp's • TWO GREAT NAMES IN FOOD *that mean* QUICK MEALS *for you*

KRAFT'S
Cheez Whiz
For Fast Cheese Treats

Brach's Halloween Candy for Trick or Treat

From Brach's candy kitchens comes exciting taste magic with these fascinating "Trick or Treat" candies. Skillfully created, colorfully packaged, Brach's "Trick or Treat" Halloween Candies are great to get—fun to give!

Brach's Candy, 1957

Cracker Jack, 1955

Brach's Candy, 1958 ◀ Brach's Candy, 1950

▶ Double Bubble Gum, 1953

JUNE IS DAIRY QUEEN MONTH

Dairy Queen, 1952

Dairy Queen, 1952

▶ *Dairy Queen, 1956*

In the merry month of May it's the **DAIRY QUEEN**

19¢ SALE

MALTS and SHAKES

May 1st, one day only

Your choice of flavors

DAIRY QUEEN...first and largest from coast-to-coast! Your chance to get a famous Dairy Queen malt or shake for only 19¢! In all the world...no other frozen dairy product gives you the smooth texture, richly-satisfying taste and freshly-frozen goodness of Dairy Queen malts and shakes.

Dairy Queen is *frozen just seconds before you taste it!* Learn the pleasure first-hand, of a luscious malt or shake made the Dairy Queen way. Once you do, you'll be back often! Join the millions who enjoy over 300,000,000 Dairy Queen servings yearly.

NATIONAL DAIRY QUEEN DEVELOPMENT CO.
809 Kehl Bldg., Davenport, Iowa

Visit your local Dairy Queen store displaying this sign. It is your invitation to enjoy an Extra Value Dairy Queen Malt or Shake for 19¢ at the home of the "cone with the curl on top®"

DAIRY QUEEN
19¢ SALE
MALTS and SHAKES

Over 3,000 Stores to Serve You!

© 1956, NATIONAL DAIRY QUEEN DEVELOPMENT CO.

Life Savers Candy, 1953

▶ *Mounds Candy Bar, 1950* ▶▶ *Necco Wafer Candy, 1951*

Treat Yourself to the Best-Liked Coconut Candy in All the World

MOUNDS

Enjoy Luscious, Snowy-White, Tree-Ripened Coconut With A Double-Thick, Rich Chocolate Coating!

TWICE AS MUCH!
TWICE AS GOOD!
TWICE AS FRESH!

IF YOU HAVEN'T yet discovered why Peter Paul's MOUNDS is far and away the world's most popular coconut candy, just open one of these tempting bars! Notice that fresh, inviting fragrance! Bite into that deep, double-thick covering of richly dark and luscious bittersweet chocolate . . . blended to our own exclusive recipe. And then savor fully that center of moist and tender, snowy-white coconut fresh from the finest groves in the Philippines! Every MOUNDS is *filled* with a wealth of this wonderful coconut! And every bar is specially wrapped to preserve its *home-kitchen freshness!*

● **Money can't buy** better candy than MOUNDS—the big *double*-bar for only a dime. Get MOUNDS! See why it's the world's best-loved coconut candy bar!

Masterpieces In Candy From The Kitchens Of

PETER PAUL

You'll Love ALMOND JOY
Peter Paul's Milk Chocolate-Coconut Bar With Fine Roasted Almonds

PETER PAUL, INC., NAUGATUCK, CONN.

Necco
Necco
NECCO
ASSORTED WAFERS

Necco
Necco
NECCO
ASSORTED WAFERS

Here it is again!
It's the greatest!
Man, it's real cool!
dig this crazy mixed-up ice cream!
Triple-Treat
it's raspberry, vanilla and orange-pineapple!
MORE PEOPLE ENJOY Sealtest THAN ANY OTHER ICE CREAM
Rich red raspberry, so-smooth vanilla, exotic orange-pineapple. All
exciting ice cream. A flavor
soon real gone! Only
Sealtest
TRADE MARK
ICE CREAM
Sealtest is a trade mark of National Dairy Products Corporation and identifies products of the
the best in ice cream, milk and other foods—and it's your assurance of purity, quality and delicious flavor

Pillsbury

(as you can see)

Here's a chance to really enjoy an ad. You can sit easy-like right there in your chair. All you are asked to do is to look head-on into the fine, even, luscious texture of these two wonderful cakes. Don't they make easy reading? Now the beauty about this whole thing is that they are almost as easy to make as they are to read about. All you have to remember is that these cakes were made with Pillsbury Cake Mixes. (Milk is all you add.) Pillsbury. (In the neat blue-and-white packages.) Pillsbury. As you can see.

Pillsbury BEST CAKE Mixes

Remember— You and Pillsbury can make a great team

Pillsbury Cake Mixes

WHITE AND CHOCOLATE FUDGE

Milk is all you add – no eggs, flavoring or extras of any kind required. These are complete mixes.

Pillsbury Cake Mixes, 1951

Red, White and You!

Yes, you're the one we mean. Add milk to a package of Pillsbury White Cake Mix (red cherries and whipped cream for filling and topping) and aren't you wonderful? Pillsbury, the best-selling cake mixes, by far. Why don't you get in on a good thing today?

Cherry filling: Combine 1½ cup sugar, 2 tablespoons corn starch, ½ teaspoon salt. Stir in 1 cup liquid (juice drained from No. 2 can of red sour cherries plus water). Add ½ teaspoon red food coloring, if desired. Boil for 5 minutes, stirring constantly. Add cherries, cool. Spread between cooled, baked layers of Pillsbury White Cake Mix. Top with whipped cream.

Milk is all you add

No eggs to buy. No flavorings or extras of any kind required. These are complete mixes. Please ingredients money can buy.

Pillsbury Cake Mixes

WHITE...CHOCOLATE FUDGE...GOLDEN YELLOW

Wonderful way to enjoy Nature's most refreshing flavor

PINEAPPLE UPSIDE DOWN CAKE

Canned Pineapple

So easy to make with....

Just take a can of crushed Pineapple or... Pineapple tidbits or chunks... or sliced Pineapple, and follow your favorite upside-down cake method

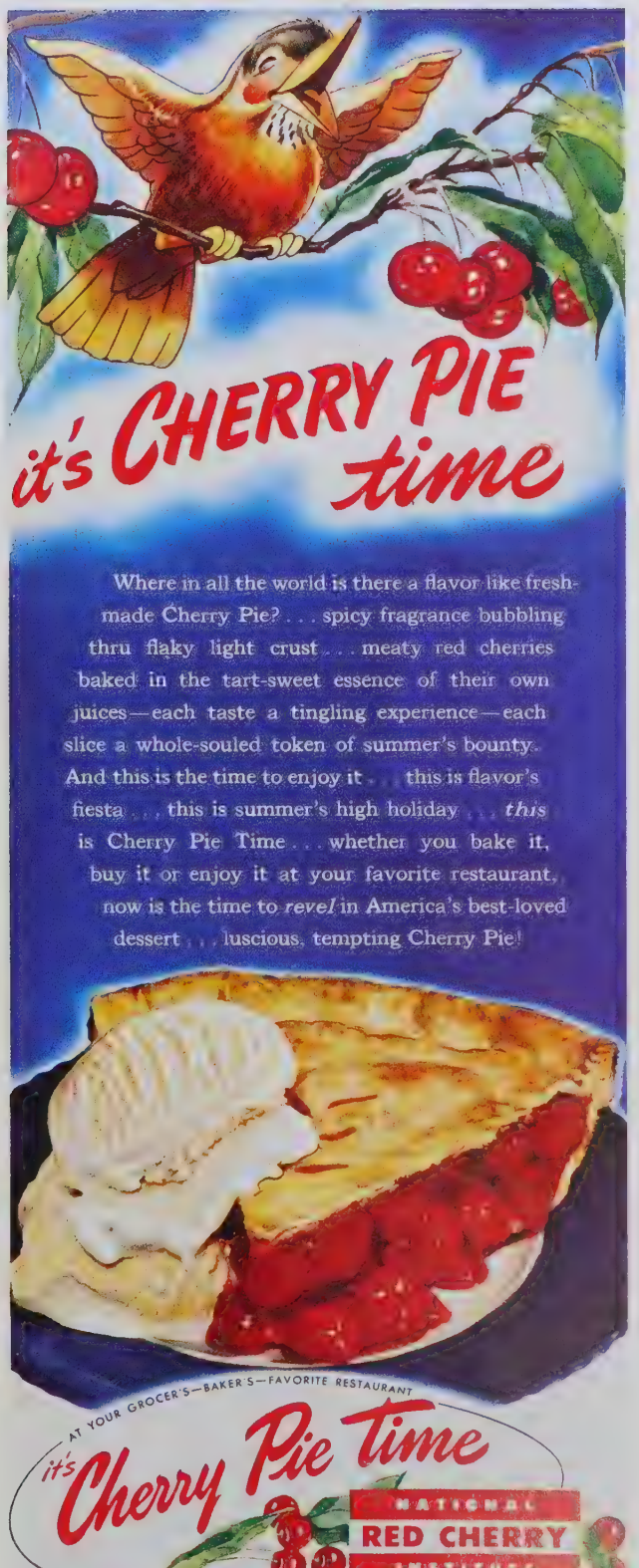
PINEAPPLE JUICE CANNED TROPIC-FRESH IS WONDERFUL ANY TIME!

Pineapple Growers Association San Francisco

Sealtest Ice Cream, 1956 ◄ *Pillsbury Cake Mixes, 1953*

Canned Pineapple, 1953

► *Swans Down Cake Flour, 1955*



The National Red Cherry Institute, 332 S. Michigan Ave., Chicago, Ill., *representing cherry commission associations, growers and processors in Colorado, Michigan, New York, Ohio, Oregon, Pennsylvania, Utah, Washington, W. Virginia and Wisconsin.*

National Red Cherry Institute, 1950

Reddi-Wip, 1950

Fluffo & Pet Milk, 1959

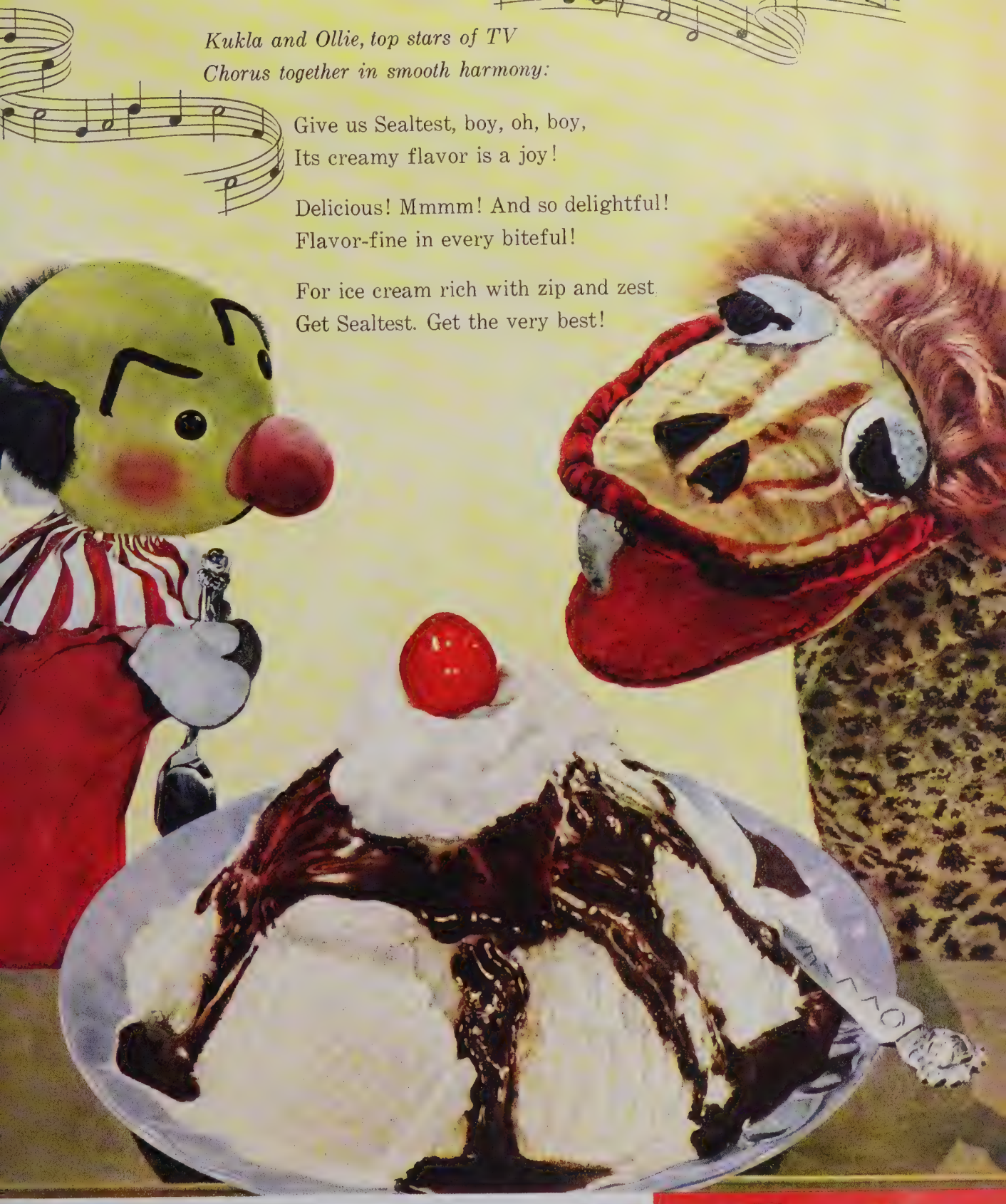
▶ *Sealtest Ice Cream, 1955*

Kukla and Ollie, top stars of TV
Chorus together in smooth harmony:

Give us Sealtest, boy, oh, boy,
Its creamy flavor is a joy!

Delicious! Mmmm! And so delightful!
Flavor-fine in every biteful!

For ice cream rich with zip and zest
Get Sealtest. Get the very best!



SPECIAL OFFER—KUKLA-OLLIE SPOONS

It's extra fun to eat ice cream with these specially shaped SEALTEST Ice Cream spoons.

Simply send in the trademark from any SEALTEST Ice Cream package and 50c in coin and we will send you either the Kukla set or the Ollie set. Be sure to say which set you want. Each set has a portrait head of Kukla or Ollie on one spoon plus two plain spoons. All in Wallace silverplate (actual $1.50 value).

Write SEALTEST, Box 487, Jersey City 3, N. J., enclosing box top, 50c in coin, your name and address.

ee Kukla, Fran and Ollie,
uesdays and Thursdays over NBC.

Sealtest
ICE CREAM

Kabros, Inc. Bubble Gum

▶ *Popsicle, 1953*

caught!

that pure orange flavor...

Naturally, "POPSICLE", the king of all cooling refreshments, is available in a host of other delicious flavors, too! You'll find them wherever good ice cream is sold...

...in bags with Polka Dots that youngsters save for exciting gifts!

"POPSICLE" is a registered trademark of the JOE LOWE CORPORATION. Copyright 1953, JOE LOWE CORPORATION, N. Y. 1, N. Y.

South African Rock Lobster Tails, 1958

Swift Premium Meat, 1958

Swift helps you plan a California Patio Party!

Swift Premium Meats, 1959

▶ Morrell Ham, 1953

MORRELL PRIDE HAM

MORRELL E-Z-CUT HAM — Oven dry baked to perfection just as you would cook it yourself. ... Fully cooked when you get it ... shrink is taken out.

Enjoy a Morrell Ham ... give a Morrell Ham for Christmas. The flavor you'll remember in the ham you can't forget! A product we are proud to label Morrell.

MORRELL PRIDE TENDER HAM — ready-to-cook to your own pet recipe.

MORRELL PRIDE SAVORY CANNED HAM—cooked and canned in its own luscious juices. Flavor is sealed in.

JOHN MORRELL & CO. SINCE 1827
Ottumwa, Iowa — Sioux Falls, S. D.

Pork Beef Lamb Ham Bacon Sausage Canned Meats

Van Camp's Pork and Beans, 1953

Chiquita Banana, 1951

Morton Salt, 1957

Swift Premium Meats, 1956

How you look to PICTSWEET

How PICTSWEET looks to you

PictSweet Strawberries, 1957

Niblets Corn, 1957

Niblets Corn, 1950

Blue Lake Green Beans, 1952

"There's our man"—

You can always find the jolly Green Giant ready to welcome you from the label

The biggest thing about the Green Giant is not his size. It's the feeling of confidence you get when you see his picture on a label.

That picture talks. It tells about peas that are still babies in tenderness. Tall, golden kernels of corn with summer in every mouthful. Grown with care such as no peas or corn ever had before. Then *picked and packed at the fleeting moment of perfect flavor.*

And all this just to make your mealtime life a little happier. Any wonder he's smiling?

GREEN GIANT PEAS BRAND | **NIBLETS** BRAND WHOLE KERNEL **CORN**

NIBLETS MEXICORN BRAND | **GREEN GIANT** BRAND CREAM STYLE **CORN**

Green Giant Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario. "Green Giant," "Del Maiz," "Niblets" and "Mexicorn" are trade-marks Reg. U. S. Pat. Off. GGCo. © GGCo.

Niblets, 1953

▶ *Coca-Cola, 1952* ▶▶ *Coca-Cola, 1952*

...enjoy food
Good things to eat
find happy companionship
in ice-cold Coca-Cola.
Here's refreshment,
flavorful and sparkling,
that steps up the enjoyment
of tasty things you like to serve.
Next time you shop,
remember to take *enough* home.
Coca-Cola

COPYRIGHT 1952, THE COCA-COLA COMPANY

Coca-Cola, 1950

..so easy, so welcome

Coca-Cola, 1951

Coca-Cola, 1951

Bring Coke into play

Coca-Cola, 1951

Coca-Cola, 1953

Thirst knows no season

Coca-Cola, 1953

The pause that refreshes

Coca-Cola, 1953

Hospitality can be so easy

Coca-Cola, 1953

▶ Coca-Cola, 1959

Coca-Co

Coca-Cola

Seven-Up is so pure...so wholesome!

For a fact, you can even give this sparkling drink to babies—and without any qualms. Lots of mothers do just that!

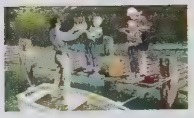
Just read the ingredients on the 7-Up bottle and you'll see why. We're proud to list them for your inspection, even though regulations don't require this on soft drinks.

Seven-Up has a special fresh, clean taste that appeals to everyone at your house—be he nine months, nine years or ninety. It's the All-Family Drink!

Watch **"Soldiers of Fortune"** *on TV every week. Exciting 7-Up adventure series.*

Nothing does it like Seven-Up!

Seven-Up, 1956



Top it off with **HIRES...**

AN ADVENTURE IN REFRESHMENT

When the family takes a voyage in the Treasure Island tradition, Hires has to be aboard. The zesty refreshment of Hires is as out of the ordinary as a chest of pirate treasure, and a whole lot easier to discover. No pirate gold can buy a better beverage. Begin your holiday with an adventure. Cast off with Hires...an adventure in refreshment! Hires...the world's largest selling root beer.

Hires Root Beer, 1959

FOR ANY FAMILY OCCASION...

"fresh up" with Seven-Up!

BE A "FRESH UP" FAMILY!

Sunday at the zoo! What a family day to remember. Freddie and Katy thrill to the bears' antics. And look what little brother is enjoying! Cheerful, clean-tasting 7-Up takes an active part in family fun at home . . . or anywhere. Seven-Up *is so pure—so good—so completely wholesome* that even the very youngest can "fresh up" just as often as they want . . . and with as much as they want, too.

Seven-Up, the *all-family* drink, is a part of *all-family* fun in millions of homes. So "fresh up" with 7-Up—the *all-family* drink. Order a case where you see those bright 7-Up signs.

You like it... it likes you!

FAMILY GAME BOOKLET Family games, contests for youngsters and grown-ups! Send 25¢ to coin to FAMILY FUN, 1 South 10th Street, St. Louis 1, Missouri, or your local 7-Up Bottling Company.

BUY A CASE TODAY!

Seven-Up, 1950

Let's have a picnic!

IT'S MORE FUN WITH CANADA DRY... because there's more refreshment to Canada Dry. Once you taste that wonderfully delicious flavor . . . once you enjoy that wholesome, restful lift . . . you'll never go back to any other drink. Today, have yourself a picnic . . .

Look for the "Picnic Headquarters" display in your favorite store.

Switch to **CANADA DRY** *Ginger Ale!*

See Super Circus on Television

Canada Dry Ginger Ale, 1952

▶ *Seven-Up, 1958*

7up
7up

TERRY

AND THE PIRATES STRIKE IT RICH with America's Ginger-Upper!

THAR'S GOLD IN THEM THAR BUBBLES...I'M STAKING OUT A CLAIM!

NATURALLY, YOUR FEARLESS LEADER SHOULD GET FIRST SIP OF THAT REAL *Jamaica Ginger* FLAVOR.

MOTHER NEVER MADE ANYTHING AS DELICIOUS AS THIS!

WE'VE FOUND THE MOTHER LODE OF WONDERFUL REFRESHMENT!

CANADA DRY GINGER ALE

Reg. U. S. Pat. Off. Copyright, 1953 by News Syndicate Co. Inc.

Pick up the Handy Bottle Carton

Switch to

CANADA DRY

GINGER ALE

"The best drink of all"

TUNE IN TERRY AND THE PIRATES ON TV

See your local paper for station and time

Crowning treat for fa and friends . . . king- symbol of hospitality this large and grac bottle holds the wo finest refreshment.

Canada Dry Ginger Ale ◀ Canada Dry Ginger Ale, 1950

Nehi Orange Beverage, 1953

Pepsi-Cola, 1953

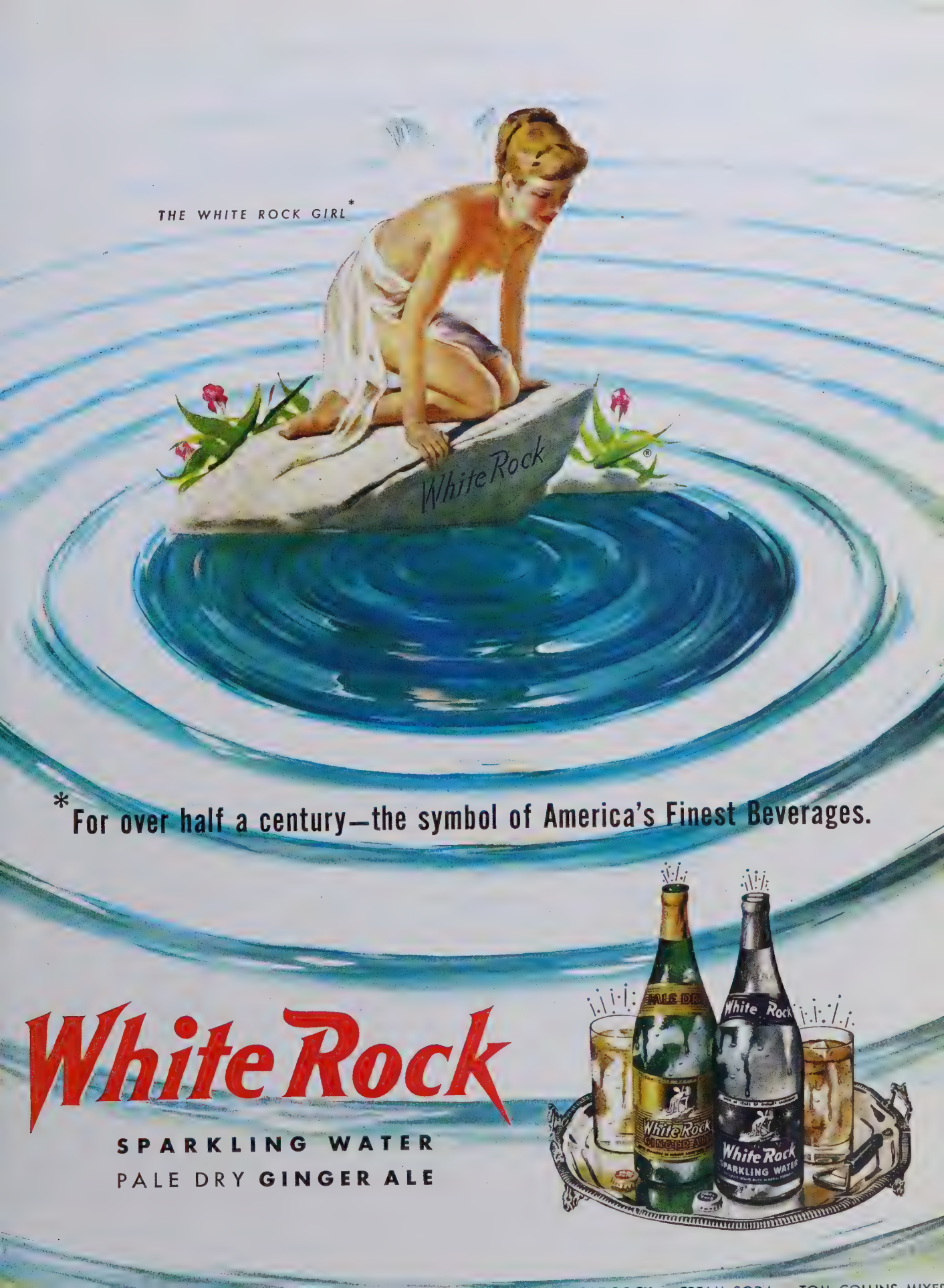
Canada Dry Ginger Ale, 1951

Pepsi-Cola, 1959

Pepsi-Cola, 1959

▶ White Rock Sparkling Water, 1950

THE WHITE ROCK GIRL*



*For over half a century—the symbol of America's Finest Beverages.

White Rock

SPARKLING WATER

PALE DRY **GINGER ALE**

And the winner is...

Not Only Very Good Eating, But Very Wise Eating

Nutrition be damned. The 1950s were all about fun food. And what could be more tempting than a dollop of ice cream on your breakfast cereal first thing in the morning? Even Betty Crocker, the symbol of the American homemaker, endorsed this cholesterol-loaded morning meal.

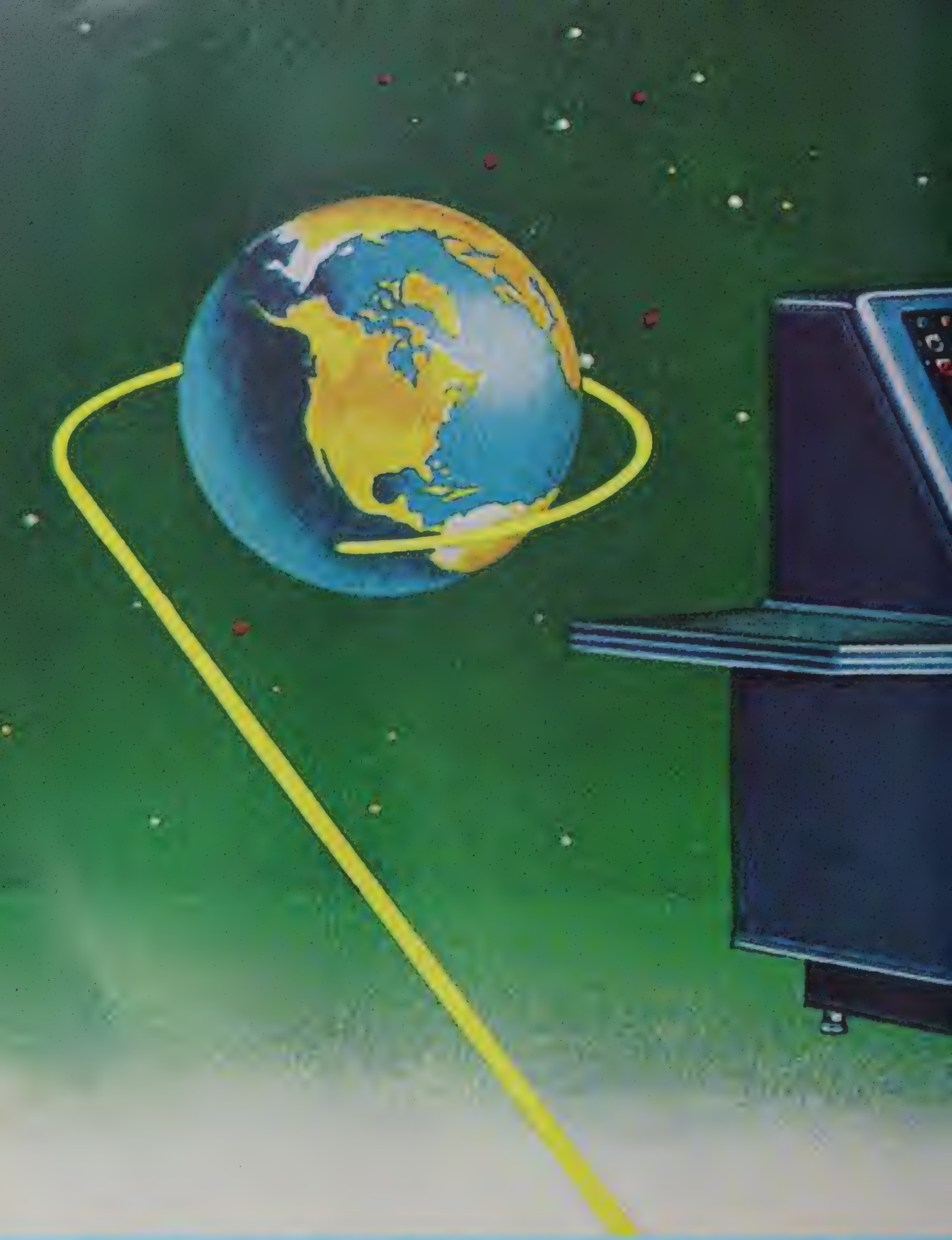
Nicht nur sehr gutes, sondern auch sehr vernünftiges Essen

Zur Hölle mit der gesunden Ernährung. In den Fünfzigern drehte sich alles um verrückte Speisekreationen. Und was könnte da verlockender sein als ein Klacks Eiskrem auf den Frühstücksflocken, die man morgens als Erstes zu sich nimmt? Sogar Betty Crocker, die amerikanische Vorzeige-Hausfrau, gab dieser cholesterinlastigen Frühmahlzeit ihren Segen.

Manger non seulement bon mais bien

Au diable les principes de nutrition. Mangeons ce qui nous plaît. Et quoi de plus tentant qu'une louchée de glace sur les céréales du petit déjeuner ? Même Betty Crocker, symbole de la ménagère américaine, souscrit à cet afflux de cholestérol matinal.

Wheaties Cereal, 1956


All-American Ads you Industry • • • All-American Ads you

Allis-Chalmers, 1951

Dietzgen, 1957

U.S. Steel & Univac, ◀ Pennsylvania Railroad, 1950

Allis-Chalmers, 1956 ▶ Alcoa Aluminum Company of America, 1953

31 STORIES OF ALUMINUM MAKE NEWS

TURN AN INSPIRED ARCHITECT LOOSE with a contractor who loves aluminum—and a new kind of building starts happening. A building like this 31-story, aluminum-clad Alcoa headquarters office in Pittsburgh. ✓ ✓ ✓ Efficiency through light weight was the purpose of its builders . . . and innovation their method. Outside walls of 6 x 12-foot aluminum panels were simply hung like curtains from within—no scaffolding was required. Aluminum windows pivot on a vertical axis for safe and easy inside cleaning. A year-round aluminum radiant heating and cooling system in the ceiling is paneled with aluminum. Wiring, conduit, water tanks, ducts, elevators—are aluminum, too. *Light-walled*, this building used hundreds of tons less structural steel framing than a conventional building of the same size . . . *Thin-walled*, it yields thousands of feet of extra floor space. It will require no painting—and virtually no maintenance. ✓ ✓ ✓ The innovations which make it a sounder investment and a new, better way of business living were conceived and developed by Alcoa. In fact, the whole American aluminum industry has been built on Alcoa research, which for sixty-four years has worked to give aluminum most usefulness at lowest cost.

ALUMINUM COMPANY OF AMERICA · PITTSBURGH 19, PA.

Alcoa ALCOA ALUMINUM ®

Aluminum

ALUMINUM COMPANY OF AMERICA

Symbolic of the newer chemicals for better living, this Hortonsphere looms up at an entrance to the Wyandotte Glycol plant. Its spherical shape withstands best the great pressures of stored, volatile liquids.

SPHERE OF INFLUENCE

The "sphere of influence" for glycols has spread so widely that, today, these useful chemicals are improving products in nearly every modern industry.

Their personality traits are many. Wyandotte Glycols *are hard to freeze, slow to boil* — so they find uses in *permanent* anti-freezes and coolants. *These versatile chemicals absorb moisture and evaporate slowly* — so they are superb humectants and softening agents for textiles, cellophane, smoking tobacco, inedible gelatin, glue, cork and paper. Glycols are also used in brake fluids, wood stains, perfumes — and as plasticizers for certain resins and as solvents for oils, dyes and other organic compounds.

In making Glycols, more than *half* the ingredients are chemicals which Wyandotte produces from limestone, coal and salt. Vast company-owned resources of these materials help assure dependable deliveries.

Other advantages to customers include Wyandotte's strategic Great Lakes location, for economical transportation by water, rail and truck . . . "know-ahead" research . . . an alert Technical Service Department . . . 60 years of experience. These have made Wyandotte one of the great names in chemicals.

Wyandotte Glycols may well improve your products and save you money. Our Sales Department will be glad to confer with you on their properties and uses.

Wyandotte
REG. U. S. PAT. OFF.

ORGANIC AND INORGANIC CHEMICALS • WYANDOTTE CHEMICALS CORPORATION • Wyandotte, Michigan • Offices in Principal Cities

Wyandotte Chemicals Corporation is one of the world's major producers of soda ash, caustic soda, bicarbonate of soda, chlorine, dry ice and calcium carbonate. Wyandotte produces glycols and related compounds, certain aromatic sulfonic acid derivatives and other organic intermediates. Wyandotte is also the world's largest manufacturer of specialized cleaning compounds for business and industry.

Wyandotte, 1950

▶ *Aluminum from Canada, 1958*

GLASS gives new vision to Science

The first crude microscope opened new vistas to science. The Leyden jar, the retort, and now hundreds of implements of glass let the pioneers of research watch theory become fact. Whatever the next advance in science, it is almost certain to be seen first through glass.

Like the scientist, the shopper, too, wants to see. She prefers foods in glass, drugs in glass, beverages, cleaners — everything that has quality to put on view. Glass provides so many good things . . . sight, shelter, safety . . . and best of all it is abundant and low in cost.

Diamond Alkali's contribution to the abundance and economy of glass is soda ash of superior quality. To meet growing demand we have enlarged and modernized production facilities . . . to serve industry and you with more and better "Chemicals you live by."

Diamond Alkali Company, Union Commerce Bldg., Cleveland 14, Ohio.

Diamond Chemicals

Diamond Chemicals, 1958

Blood plasma...

PVP, polyvinylpyrrolidone . . . *is an acetylene derivative, a white odorless powder. Injected in the blood stream in solution, it has saved thousands of lives.*

This blood plasma substitute has many exciting advantages . . . needs no blood typing, is low in cost, can be accurately controlled for uniformity, stored indefinitely without deteriorating, is more readily infused than whole blood. Its availability will make it invaluable for military and civilian emergency use.

PVP is not the equivalent of whole blood, or blood plasma . . . lacks the corpuscles and nutrients of natural blood. *The collection and processing of blood for plasma is still necessary, particularly for military purposes.* PVP will not be in large supply until after approval by the official agencies now evaluating it.

Developed and extensively used abroad, PVP is made in the US by General Aniline. A pilot plant built in 1947 permitted small scale manufacture, and supplied PVP for experiment and research to clinics, hospitals and laboratories. Present production is limited but a new plant, to be built during the next year, is expected to make ample tonnage available.

This acetylene derivative appears to have other valuable properties . . . gives promise of detoxifying dangerous drugs to make them safe . . . and increase the efficiency of drugs including antibiotics, anaesthetics and others.

General Aniline, with plants at Rensselaer, N. Y. and Grasselli, N.J. is the largest US producer of high quality dyestuffs. The Ansco Division, Binghamton, N. Y. is the country's second largest supplier of cameras, photographic films, and papers. And the Ozalid Division, Johnson City, N.Y. makes Ozalid facsimile reproducing machines and sensitized papers.

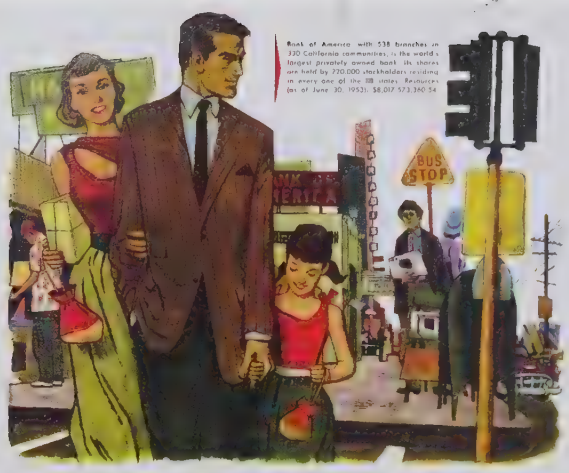
For public welfare in peacetime and national security in war . . . General Aniline is a vital American industry . . . a good company to work for and with, worth knowing and watching.

General Aniline & Film Corporation

. . . From Research to Reality . . .

230 Park Avenue, New York 17, N. Y.

General Aniline & Film Corporation, 1951



Bank of America with 538 branches in 320 California communities, is the world's largest privately owned bank. Its shares are held by 270,000 stockholders residing in every one of the 48 states. Resources (as of June 30, 1952), $8,017,573,380.54

Street scene in Westchester, a section of Los Angeles where population has grown from 96,000 in 1940 to 412,000 in 1953

Building California... Serving You

Every day more than a thousand new people come to California to live. Many follow the example of one third of the population of this prosperous state and become Bank of America customers. Soon like their neighbors, they are buying new homes, automobiles, thousands of other consumer goods and commodities. These are the people—this is the economy—that Bank of America serves through 538 California branches. This is banking that is building California and serving you...banking that provides vitally needed credit to one out of every three of your California customers.

Bank of America
NATIONAL TRUST AND SAVINGS ASSOCIATION

Bank of America is a member of the Federal Reserve System and Federal Deposit Insurance Corporation.

Bank of America has main offices in the two Reserve cities of California, San Francisco and Los Angeles. Overseas branches: London, Manila, Tokyo, Yokohama, Kobe, Osaka, Bangkok, Guam. Representatives: New York, Mexico City, Milan, Paris and Zurich. Correspondents throughout the world. Bank of America (International), New York, a wholly owned subsidiary, overseas branch, Duesseldorf.

COPYRIGHT 1953, BANK OF AMERICA

Bank of America, 1953

The fabulous Miracle Mile along Wilshire Boulevard, Los Angeles

A mile ahead... the bank that knows California

Typical of the nation's fastest-growing state is the Miracle Mile in Los Angeles—a bustling stretch of boulevard lined with famous department stores and specialty shops. Typical, too, are the *three* Bank of America branches located on this one-mile strip. For, with 543 branches, Bank of America serves every portion of the giant California market—knows every phase of its industry, agriculture, and commerce.

Through its system of statewide banking facilities, Bank of America provides its out-of-state customers with a type of service that is unique in California. If you need *local* information concerning new plant sites, land costs, labor supply, on-the-spot estimates of sales and marketing trends—write Bank of America, 300 Montgomery Street, San Francisco, or 660 South Spring Street, Los Angeles. Attention Corporation and Bank Relations Department.

•

With resources of over $8 billion, Bank of America is the world's largest privately owned bank. Its shares are held by more than 200,000 stockholders.

... Get to know the bank that knows California

Bank of America
NATIONAL TRUST AND SAVINGS ASSOCIATION

Bank of America has main offices in the two Reserve cities of California, San Francisco and Los Angeles. Overseas branches: London, Manila, Tokyo, Yokohama, Kobe, Osaka, Bangkok, Guam. Representatives: New York, Mexico City, Milan, New Delhi, Paris and Zurich. Correspondents throughout the world. Bank of America (International), New York, a wholly owned subsidiary, overseas branch, Duesseldorf.

COPYRIGHT 1954, BANK OF AMERICA — MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Bank of America, 1954

Because of Christmas...

Because of Christmas, all of us capture some of the wonder and joy and faith that shine in children's eyes.

Because of Christmas, we feel again the happiness that comes with gift-giving.

Because of Christmas, we shall be a little more patient, and more tolerant and understanding; we shall draw a little closer to our families, our friends and our neighbors.

Because of the magic of Christmas Day, we shall think a little more deeply about the teachings that have survived through the centuries to preserve for us the greatest message of hope and good will the world has ever known.

And, we can take new encouragement from the fact that modern science and industry are doing more today than ever before to give reality to Christmas hopes for a better, happier, and healthier life for millions of people, young and old, throughout the world.

AMERICAN Cyanamid COMPANY
30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

American Cyanamid Company, 1954

Borg-Warner has been working hand in hand with DEERE & COMPANY through the years

John Deere Self-Propelled Cotton Picker. Does the work of 70 people. It cuts at 10 rows, speed production with B-W equipped machines.

For the famed John Deere line of farm equipment, Borg-Warner supplies many vital operating parts.

Almost every American benefits every day from the 185 products of **BORG-WARNER** *created for the automotive, aviation, marine, farm equipment, and home appliance industries.*

Important names in practically every industry are linked with Borg-Warner's. World-famous Deere & Company is one of these. For more than a century this firm has been an outstanding factor in helping American farmers feed and clothe more people better.

Of course, it is a matter of daily pride that *all* the foremost builders of farm equipment look to Borg-Warner for a great variety of specialized parts.

Among these are plow disks, harrow teeth, hydraulic pumps, chain drives, universal joints, transmissions, clutches, carburetors, as well as many special types of tillage steels.

Each one is evidence of the B-W determination to "design is better—make it better." B-W's engineering skills and large production facilities help importantly in obtaining for all of us the earth's very best of everything.

Three units form BORG-WARNER *Executive Offices, 310 S. Michigan Ave., Chicago.* BORG & BECK • BORG-WARNER INTERNATIONAL • BORG-WARNER SERVICE PORTS • CALUMET STEEL • DETROIT GEAR • DETROIT VARNISH STOVE • FRANKLIN STEEL • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARVIN • MORSE SUPERIOR PRODUCTS • MOTOR WHEEL • MORSE CHAIN • MORSE DRIVE • MORSE • MORSE-BRAY • PENCO PRODUCTS • PORTLAND CASTLE • SERING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.

Borg-Warner, 1951

▶ *Metropolitan Life Insurance Company, 1957*

"I know I need more Life Insurance, but *how can I afford it?*"

HAVE you ever had this thought? Have you ever wondered how your wife could keep the family together if something should happen to you? This question faces most men while their children are growing up.

We believe that you will find the answer to this question in the Metropolitan Family Income Plan. This plan is designed to furnish the extra income needed to take care of your children until they have finished their education or are getting started in life. The plan combines regular insurance with a special income provision which can be fitted to your particular circumstances and family needs. Here are some of its important features:

1. **You choose the amount** of monthly income needed—$100 a month, $200, $300 or more.
2. **If you should die at any time within 20 years**—while your children are growing up—the Metropolitan Family Income Plan will provide the income you arrange to be paid to your family each month for the remainder of the 20 years. Then the face amount of the policy will be paid in cash.
3. **If you should live beyond the 20 years,** when the income provision is no longer in effect, your family will still have continuing protection for the face amount of the policy.

For your own peace of mind, why not get the complete details of the Family Income Plan from your Metropolitan Representative? He will be more than happy to explain it to you, and demonstrate that . . .

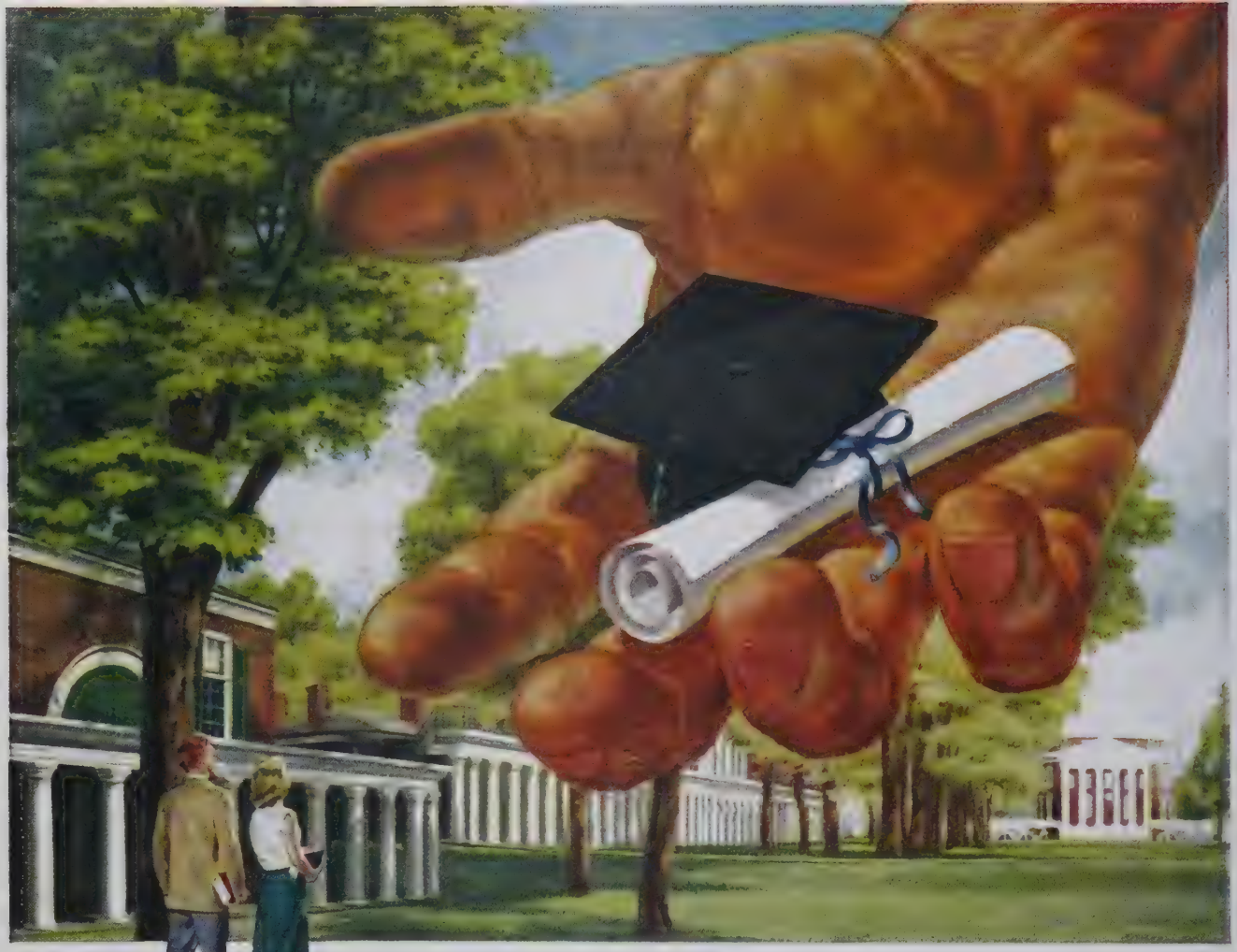
Metropolitan service is as local as Main Street . . . as close as your phone

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

COPYRIGHT 1957—METROPOLITAN LIFE INSURANCE COMPANY



University of Virginia: Thomas Jefferson, Architect.

Leaders . . . for tomorrow

"What greater or better gift can we offer the republic than to teach and instruct our youth?"*

"SHOULD I GO TO COLLEGE?" That all-important question is in the minds of many high school students. That they find the right answer is equally important to every one of us . . . and to the future of America.

GREAT GAINS TO YOUTH have been accomplished through education. Still, four out of five of our young people do not go to college. Some of these may have a spark of genius, or leadership talent, that will be wasted through lack of educational opportunity.

400 UNION CARBIDE SCHOLARSHIPS have been provided for through The Union Carbide Educational Fund to encourage able and deserving students toward successful careers in business. Scholarships are now open without special restrictions—through [illegible] selected liberal arts colleges and technological insti[illegible]—to all students of high schools and preparatory schools.

THE PEOPLE OF UNION CARBIDE hope you, too—as you think of the future for your children and other deserving American youth—will do everything you can to encourage their ambitions for adequate education. Also, that you will join in giving co-operation and encouragement to those who guide and teach them.

TO LEARN MORE about the Union Carbide scholarships, their purposes, and the colleges, institutes, and universities in which they have been established, write for booklet Q.

*Cicero

UNION CARBIDE
AND CARBON CORPORATION
30 EAST 42ND STREET UCC NEW YORK 17, N. Y.
In Canada: UNION CARBIDE CANADA LIMITED

UCC Trademarked Products include

LINDE Oxygen, PYROFAX Gas, PREST-O-LITE Acetylene, EVEREADY Flashlights [illegible], SYNTHETIC ORGANIC C[illegible], ELECTROMET Alloys [illegible], NATIONAL Carbons, PRESTONE Anti-Freeze, HAYNES STELLITE Alloys, ACHESON Electrodes, UNION Carbide, BAKELITE, VINYLITE, and KRENE Plastics, LINDE Silicones, Dynel Textile Fibers

One of the Great Moments of your life... *His First Day At School*

Why it's one of the most important times to see your life insurance agent.

Do you remember how he looked? Eager... and scared. Proud, too. Remember how you felt . . . such a little boy taking such a big step. Both your lives changed that day—yours with the responsibility to see him through high school . . . and perhaps college. His with the hope of the future.

Great changes in your life, like these, are times when you should see your Massachusetts Mutual Agent . . . for he's been especially trained to help you get the extra security and protection you may need.

It does not necessarily mean that you must buy more life insurance. Perhaps all you need to do is reprogram your present life insurance, so that it has a flexibility planned for your son's education.

Providing life insurance programs of "planned flexibility" to meet changing insurance needs has been our job for almost one hundred years . . . another good reason why, at the great moments of *your* life, you should talk over *your* plans with your Massachusetts Mutual Agent.

Massachusetts Mutual *Life Insurance Company*

SPRINGFIELD, MASS.

For nearly 100 years . . . a great name in life insurance.

Union Carbide, 1955 ◀ *Massachusetts Mutual Life Insurance Company, 1950*

A better future for you is this close!

Call your Prudential Agent

The PRUDENTIAL
INSURANCE COMPANY OF AMERICA
CARROL M. SHANKS, PRESIDENT

The Prudential Insurance Company of America, 1952

▶ *Bell Telephone, 1956* ▶▶ *AL Stainless Steel, 1955*

When out-of-town family
or friends have a birthday
Telephone your greetings
It's easy and it's fun to send your birthday wishes across the miles by telephone.
You can share in the thrill and happiness of the day, almost as if you were there in person. And, for the one you call, there's something kind of special about a personal greeting by telephone.
Why not mark your calendar now so that you'll remember the birthday calls you want to make?
BELL TELEPHONE SYSTEM
LONG DISTANCE RATES ARE LOW
Here are some examples:
New York to Philadelphia . . . 40¢
Pittsburgh to Cleveland . . . . 45¢
St. Louis to Cincinnati . . . . 75¢
Atlanta to Chicago $1.05
Seattle to Washington, D. C. . . $2.00
These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the 10% federal excise tax.
Call by Number. It's Twice as Fast.

ROUS O

"Visioneering"—unlimited

Turning ideas into sales through the modern magic of molding rubber is the specialty of Goodyear's St. Marys, Ohio Plant. There the vision of designers is combined with the rubber engineering skill and experience of the G.T.M.—Goodyear Technical Man—in the world's largest plant devoted to the molding and extruding of complete assemblies or components for manufacturers throughout industry.

In this huge plant—soon to become even larger—many thousands of separate items are being produced to exacting specifications and in quantities to meet production-line requirements. If sub-assemblies or finished articles of rubber—in any of its varied forms—can improve your design or build your sales, it will pay you to consult the G.T.M. Write him at Goodyear, St. Marys, Ohio or Goodyear, Akron 16, Ohio.

Leakproof — Sanitary — Easily-inserted Sweet Seal* Vacuum Bottle stopper designed by Aladdin Engineers and the G.T.M. Sis Aladdin Hi-Lo. Quality and Economy Vacuum Bottles — gives excellent heat-and-cold-retaining seal; keeps bottle contents fresh and sweet. Hot water rinse cleanses after use. Won't absorb odors.

*Trade Mark. T.M. Aladdin Industries, Inc. Nashville, Tennessee.

You can boast—without holding—Revolutionary new Belvedere* Mixing Bowl—with Graphite rubber base, precision molded by Goodyear—that anchors securely to table and holds bowl at any fixed position without use of hands. New at better housewares stores.

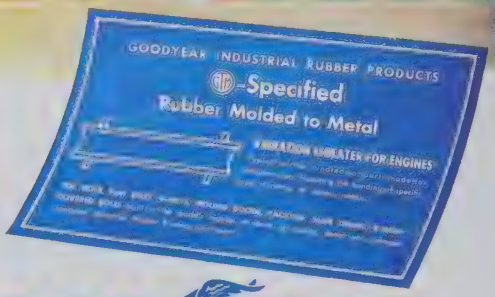
*Trade Mark. T.M. Graphite Corp. Cleveland, Ohio.

For sports—work—or what have you—Wherever a better grip is important, the new Goodyear* Flange-Wrap Grip—Goodyear produced—is ideal. Easy to apply to sports equipment, hand tools, steering wheels, etc. You'll find these grips on sale in several color designs at Golf Course Pro Shops.

*Trade Mark. T.M. Graphite Corp. Cleveland, Ohio.

Quiet—sanitary—animal proof—The Raymond Lowey Associates styled Pla-Paul*—a quiet-in-the-night garbage pail with a tack tight cover and a sanitary readily-cleaned interior—is another of the thousands of molded items building sales for Goodyear customers.

*Trade Mark. T.M. Raymond Lowey Associates, Chicago, Illinois.



GOODYEAR

THE GREATEST NAME IN RUBBER

Goodyear, 1951

Today, food goes from packer to store to oven to the table in aluminum containers

Dinners like grandma used to cook come in aluminum now

60 million frozen dinners, 400 million potpies, 75 million fruit and cream pies went to the table last year, most of them packaged in shining aluminum. But that's just part of the story about aluminum's growing role as a super salesman.

Marketing men say aluminum moves goods off the shelves *10 times faster* than other wraps. Result—production of foil containers alone pushed well past the billion mark in 1957 and the industry expects this annual volume to *triple* by 1960 . . . *quadruple* by 1965.

With packaging taking an ever-increasing share of the aluminum supply, America's need for basic aluminum will continue to rise steadily. Indeed—it is estimated that the demand for aluminum may well double in the next 10 years.

Fortunately—in neighboring Canada, Aluminium Limited has harnessed water power to create the vast amounts of electricity needed to make aluminum. As in the past, this dependable source will help U.S. businessmen meet their need for more aluminum.

Aluminium Limited sells no consumer products in the U.S. It specializes instead in supplying its customers with high-quality aluminum ingot and technical assistance to help them create new and better products

Aluminium Limited

In the U.S.: Aluminium Limited Sales, Inc.
630 Fifth Avenue, New York 20.

Aluminum Limited, 1954

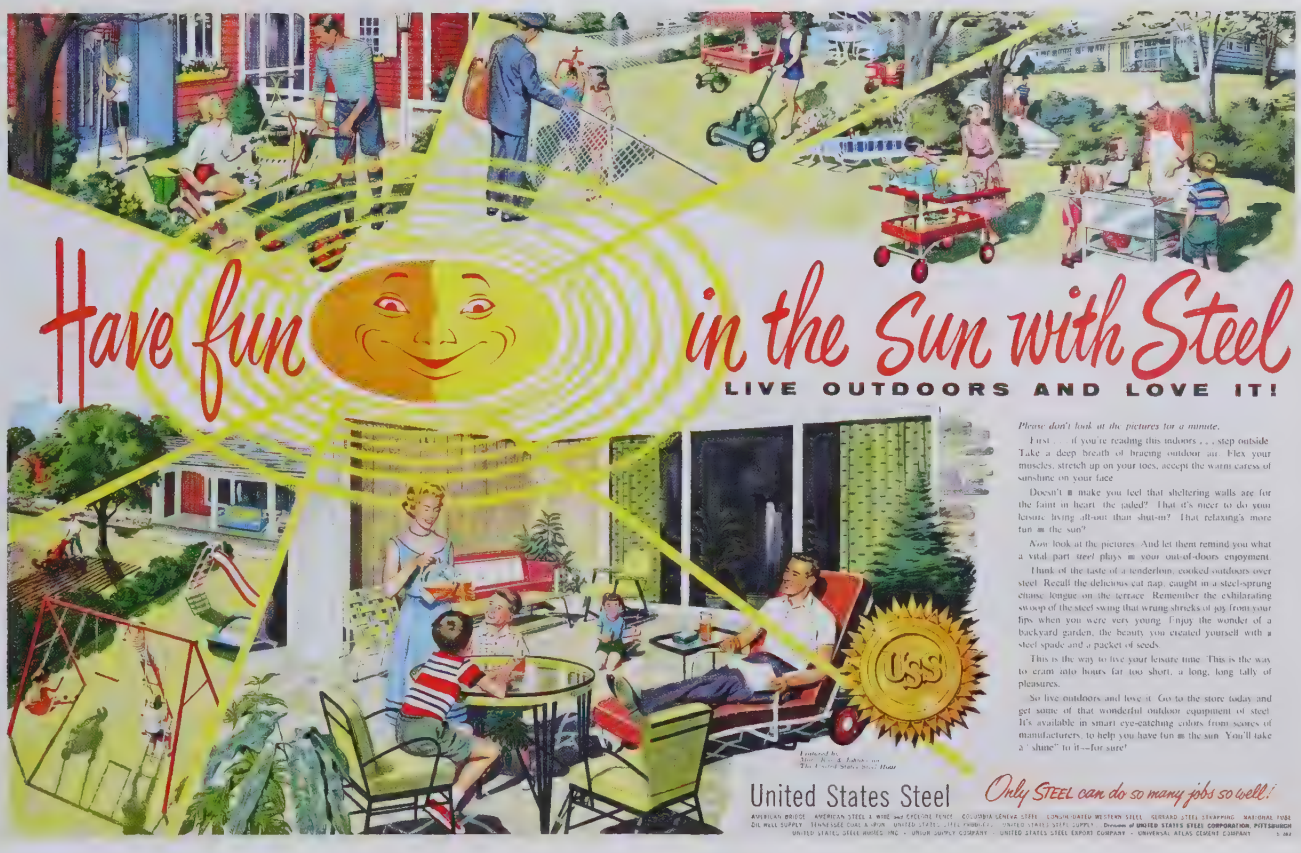
big business!

He's a youngster on his first job. A big job, too! He helps today's food shopper carry home more than 40 billion dollars worth of food products from self-service stores alone! To compete in this vast market, food processors must offer their products in packaging that wins sales without benefit of salesmen. That's why more and more food products each year are packaged by Marathon—for 40 years the leader in designing, producing and imprinting *packaging that sells food.*

Marathon Corporation, *Menasha, Wisconsin. from tree to finished package, Marathon's facilities include—assured pulpwood sources—pulp and paper plants—package making plants—ink, engraving and printing plants—years of pioneering research, creative design and merchandising experience.*

Marathon Corporation
packaging that sells food

Marathon Corporation, 1953



United States Steel, 1955

"ANYWHERE BUT HERE" There is practically an unlimited desire for travel on the part of the American people.

It is an urge, irresistible as a tide, which has fostered great advances in the field of transportation . . . the streamlined train . . . automobiles built and sold by the millions and the highway systems for them to travel on.

This urge to travel, and the ability to travel, has forged a united country, and reduced a vast area to the dimensions of a community.

To this fortunate condition The Budd Company has made many basic contributions. The all-steel automobile body which made possible the mass production of automobiles. The steel wheel for highway vehicles of all kinds. The modern, lightweight, streamlined train. Surer, smoother, railway passenger car disc brakes. Things that make life happier . . . and travel safer. The Budd Company, Philadelphia, Detroit, Gary.

Budd

PIONEERS IN BETTER TRANSPORTATION

Budd Transportation, 1951

BETTER FAMILY TIES The automobile permits the city worker to live in the country; the farmer to buy in the city; children to go to worthy schools; and relatives to live apart, but gather together at will. Grandma is no longer a legendary, distant person, glimpsed only on rare and elaborately prepared occasions. The automobile gives the family wider horizons, and at the same time closer, almost casually arranged contact.

The American miracle makes it possible for almost anyone who wants one to own a car, and has provided him highways and service facilities to make its use enriching.

It is the miracle of mass automobile production to which The Budd Company contributed the all-steel automobile body, developed the steel wheel for all kinds of highway vehicles, and created many of the machines, processes and methods to make them. The Budd Company, Philadelphia, Detroit, Gary.

Budd

PIONEERS IN BETTER TRANSPORTATION

Budd Transportation, 1951

DOW Chemicals, 1951

Gutta Percha Belting

Crane Valves, 1951

DOW Chemicals, 1952

▶ DOW Chemicals, 1951

DETERGENTS "sink the fleet"- but speed the wash

Little Johnny's "Armada" won't stay afloat for long! Mother's handy detergent, spilling into his "ocean", reduces the water's surface tension . . . that well-known tendency of water to form a kind of "tough skin", able to support paper boats . . . and Johnny's ships are doomed to sink.

This ability to make water "wetter" accounts for the exceptional way detergents penetrate and remove soil. Leaving little residue, they cut rinsing operations and are especially well suited for hard water areas.

Detergents depend on caustic soda in their manufacture and Dow, of course, is a prime producer of caustic soda . . . not only for detergents but for soaps and other cleaning agents. In fact, you are probably a regular customer for many *other* essential products made with Dow caustic soda. This chemical "workhorse" is used to refine petroleum products, process rayons and cottons, refine vegetable oils, plus a host of other uses that contribute to our ever-improving living standards.

To thousands of industrial users of caustic soda Dow offers unequalled, nation-wide distributing facilities enabling them to meet production schedules with dependable service.

THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN

What's new at Dow!

Production of caustic soda is being expanded at Dow's Midland, Michigan, Freeport, Texas and Pittsburg, California plants. These installations designed to help meet the country's evergrowing

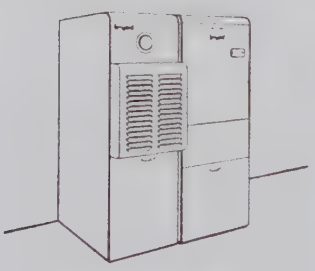
DOW
CHEMICALS

This bryant furnace can grow on you!

There's an exciting promise in the way this modern comfort maker can grow on you. It's one reason why this Bryant Furnace is going into thousands of homes today. For here is a furnace that gives you an opportunity—better, a practical way—to enjoy *more* than just winter comfort.

It's the famous Bryant "Command-Aire" Furnace (oil or gas)—the superb heating plant that lets you add a "twin" summer air conditioner whenever it suits your convenience. And you can add this extra luxury to your living—and this extra value to your home—without expensive revamping of your duct work, or paying for the complete system all at once.

Whether you plan to build or modernize—air condition or not—ask your Bryant Dealer to show you why the "Command-Aire" Furnace is the wisest, most practical buy today. Call him or use the convenient coupon below.



Bryant's "Command-Aire" Twins . . . the perfect pair for year 'round comfort.

bryant®

HEATING • AIR CONDITIONING • WATER HEATING

Bryant Heater Division, Affiliated Gas Equipment, Inc., Dept. BH-5, 17825 St. Clair Ave., Cleveland 10, Ohio.

I'd like more information on the Bryant "Command-Aire" Furnace. Indicate whether ☐ gas or ☐ oil.

Name _____

Street _____

City & State _____

One stands out!

The product with an attractive eye-catching label gets the jump on competition when customers come along. Hands reach out instinctively for the container that looks most inviting. *All Purpose Litho* can add appeal to your product, too. See your Champion merchant.

THE CHAMPION PAPER AND FIBRE COMPANY
HAMILTON, OHIO

District Sales Offices in New York, Chicago, Philadelphia, Detroit, St. Louis, Cincinnati, Atlanta, Dallas and San Francisco.

CHAMPION PAPERS

TRADE-MARK

Symbol of Quality

Champion Papers, 1953

can sinews of glass give your product more "MUSCLE?"

Today there are acetate and paper tapes that match, weight for weight, the strength of toughest metals. Tapes so tough you can't possibly tear them by hand. Industry uses them to make the manufacturers' joint on corrugated boxes, to band bundles of steel rods, and to hold the shipping wrap on heavy metal parts.

What makes these paper tapes so tough? The secret is glass . . . glass in fiber form. And the way it works may suggest an idea for your product.

In these tapes, Fiberglas* Yarns are embedded between layers of paper or in the adhesive. There they contribute enormous strength, without bulk, without rigidity.

The principle of reinforcement with Fiberglas materials has intrigued alert manufacturers in many fields. It is changing old ideas about paper for concrete curing, temporary tarpaulins, furniture wrap. It is increasing the life span of rubber hose and conveyor belting. It is opening new applications for plastics all the way from lampshades to PT boats.

Fiberglas reinforcements may help you to improve your product. Let us discuss it with you. For details, write to Owens-Corning Fiberglas Corporation, 1409 Nicholas Building, Toledo 1, Ohio.

OWENS-CORNING FIBERGLAS *is in your life..for good!*

Owens-Corning Fiberglas, 1951

New kind of currency

THIS KEY is a symbol of money saved—because it's made of *aluminum*.

With aluminum, manufacturers save money on material. They save money on production. And they save money on shipping.

Economy is only one of the outstanding properties of aluminum—which include lightness, strength, corrosion-resistance, workability, heat and light reflectivity.

This unique *combination of advantages* explains why the demands for aluminum are steadily increasing . . . why it is vital to so many products essential to the nation's preparedness program.

To help speed this program, we are operating at peak capacity and are vastly expanding facilities to produce more primary aluminum. In time, our increased production will be shared by everyone.

Kaiser Aluminum & Chemical Corporation, Oakland, California, 63 sales offices and warehouse distributors in principal cities.

Kaiser Aluminum

A major producer in a growing industry

Aluminum saves money on production of metal bases of electric lights. Lightness means metal goes further, cuts material costs. Its workability makes it easy to fabricate, cuts production costs.

Aluminum saves money on chemical storage drums and tanks. Resistance to corrosive action of many chemicals means longer life. Light weight cuts shipping costs every time drums are shipped and returned!

Aluminum saves money on typewriter frames. Production costs are lowered through economical mass production die-casting. And light strong aluminum reduces weight adding extra value.

Aluminum saves money on service drop cables. Kaiser Aluminum triplex cable combines three wires in *one* assembly. It needs two-thirds fewer accessories. Takes fewer man hours to install. Can be strung for longer distances.

Aluminum saves money on shoe eyelets. Its combination of advantages makes possible economical mass production, lower material costs—results in eyelets that are strong, rustproof.

Bryant Furnace, 1954 ◀ *Kaiser Aluminum, 1951*

Rolling on Schedule...

G-P's new paper mill at Toledo, Ore., with integrated plywood and lumber mills in background

Fifteen months ago ground was broken for this new kraft pulp, paper and containerboard mill . . . now in production.

The mountain of wood chips behind the mill is its raw material supply . . . for which not a single additional tree is used. These chips are made from the wood waste of the Georgia-Pacific plywood and lumber mills in the background and are delivered automatically to the new paper mill.

Thus Georgia-Pacific integration moves closer to complete utilization of its huge timber reserves. For new booklet "The Georgia-Pacific Story", write Georgia-Pacific Corporation, 60 East 42nd Street, New York 17, N. Y.

GP

GEORGIA–PACIFIC CORPORATION

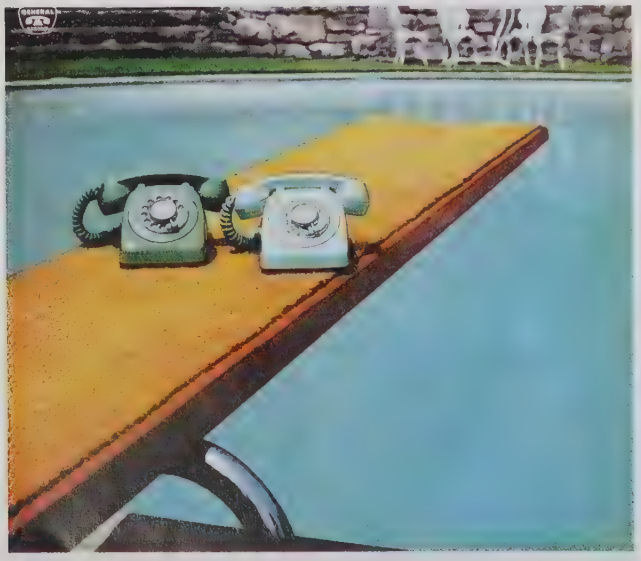
GEORGIA-PACIFIC PAPER COMPANY • GEORGIA-PACIFIC PLYWOOD COMPANY

RESEARCH . . . RESOURCES . . . RESOURCEFULNESS

Georgia-Pacific Corporation, 1958

Socony-Vacuum, 1951

National Steel Corporation, 1951



Research is our springboard

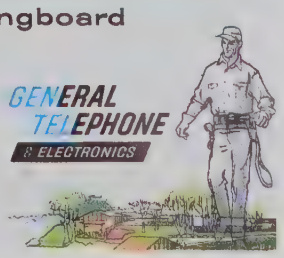
Tomorrow's more efficient and versatile communications services will be built on new ideas. That's why we are continuously increasing our research and development capabilities.

Today, we have a large and highly-trained staff of scientists and engineers working in many areas of advanced research. In the field of communications, these include—interspacing a number of telephone conversations on one line; controlling industrial processes from a remote point; transmitting business data over a network at high speed.

For America is growing fast, and its appetite for more and better communications is growing faster still.

Our job, as we see it, is to plan and build to meet this need.

General Telephone & Electronics Corporation, 730 Third Avenue, New York 17

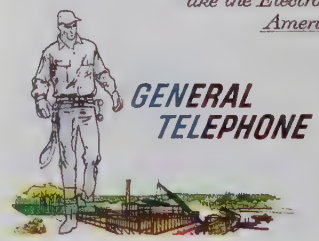


General Telephone, 1958

No more "missed" calls while you are out. The Electronic Secretary "answers" the phone, records every message word for word! Write for more information

We're building big on bright ideas

like the Electronic Secretary... product of America's second-largest telephone system



This "secretary" works overtime and loves it. And so do we! Gen Tel is working overtime to develop new uses for the telephone—making of it a true household appliance, an important tool of business and industry.

That's one reason why we are the nation's second-largest telephone system.

That's one reason why we're growing fast—keeping pace with the expanding communities we serve.

We're installing new phones at the rate of 3,750 every week.

We're investing almost $200 million a year in new construction, alone.

We're proud to say it: the only thing brighter than our ideas is our future!

General Telephone Corporation, 263 Madison Avenue, New York 16, N. Y.

General Telephone, 1958

▶ *Everyday Ink* ▶▶ *Borg-Warner, 1950*

LOS ANGELES 1, CALIF., 707 EAST 62ND STREET • PORTLAND 10, OREGON, 1525 N. W. 23RD AVENUE

SAN FRANCISCO 3, CALIF., 915 HOWARD STREET • SEATTLE 4, WASHINGTON, 212 MARITIME BUILDING

Ripley's

WIGWAG TAIL PREVENTS ZIGZAG IN ROCKETS!

NAVY'S VIKING RESEARCH ROCKET HURLS ITSELF HEAVENWARD AT MORE THAN 5 TIMES THE SPEED OF SOUND. THE FIERY TAIL BLAST THAT PROPELS THE 5-TON ROCKET ALSO "STEERS" IT. BY AUTOMATICALLY ADJUSTING THE ANGLE OF THE BLAST, POWERFUL PUMPS FROM **B-W'S PESCO** HELP TO KEEP THE VIKING STRAIGHT ON ITS COURSE.

NEW-TYPE SOLE LASTS 10 TIMES AS LONG!

GARY MAILMAN, H.W. PALMER, HAS WALK-TESTED SHOE SOLES FOR NEARLY 4,300 MILES. ON HIS RIGHT SHOE HE HAS WORN OUT **10** LEATHER SOLES. ON HIS LEFT SHOE HE HAS USED ONLY **ONE** — A NEW SUPER-TOUGH SOLE MADE WITH "MARBON 8000 RESIN," A PRODUCT OF B-W'S MARBON. THIS SOLE IS WATER-PROOF, NON-SLIP, NON-MARKING.

5,000 HAMMER BLOWS A SECOND!

AFTER A RING PART OF THE NEW **B-W AUTOMATIC TRANSMISSION** HAS BEEN MADE AS SMOOTH AS POSSIBLE BY NORMAL MEANS, IT IS PUT INTO A SPECIAL MACHINE. HERE THOUSANDS OF HAMMER BLOWS PER SECOND POUND IT TO GIVE A MIRROR LIKE SURFACE... ACCURATE TO 5 MILLIONTHS OF AN INCH! THIS HELPS TO ASSURE A PERFECT OIL SEAL IN THE TRANSMISSION.

185 PRODUCTS IN ALL ARE MADE BY BORG-WARNER

Believe It or Not!

ENGINEERING **B-W** PRODUCTION

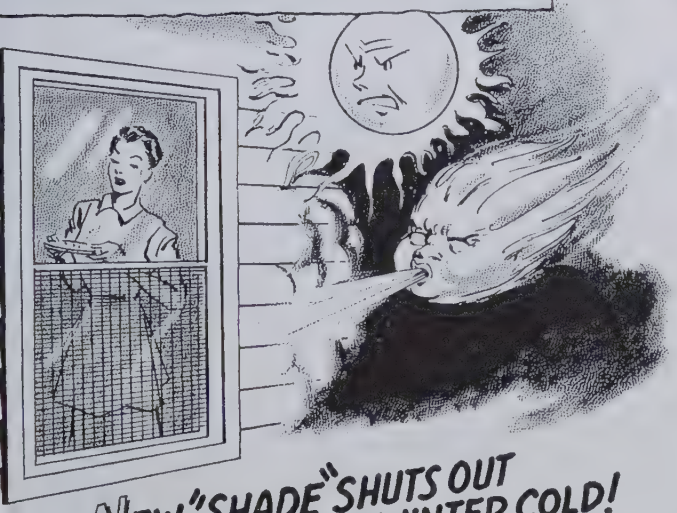
GIVING A HAPPY WAG TO ROCKETS' TAILS...FITTING SHOES WITH A NEW "LAST"...PUTTING EXTRA PULL INTO TRACTORS!

IN SO MANY WAYS, **B-W** INGENUITY AND SKILL TOUCH THE LIFE OF ALMOST EVERY AMERICAN EVERY DAY.*

FOR EXAMPLE: **19 OUT OF THE **20** MAKES OF MOTORCARS CONTAIN ESSENTIAL PARTS BY **BORG-WARNER**. EVERY COMMERCIAL PLANE AND MANY SHIPS AFLOAT HAVE ABOARD VITAL **B-W** EQUIPMENT. **9** OUT OF **10** FARMS SPEED FOOD PRODUCTION WITH **B-W** EQUIPPED IMPLEMENTS, AND MILLIONS ENJOY THE OUTSTANDING ADVANTAGES OF **B-W** HOME EQUIPMENT AND APPLIANCES.

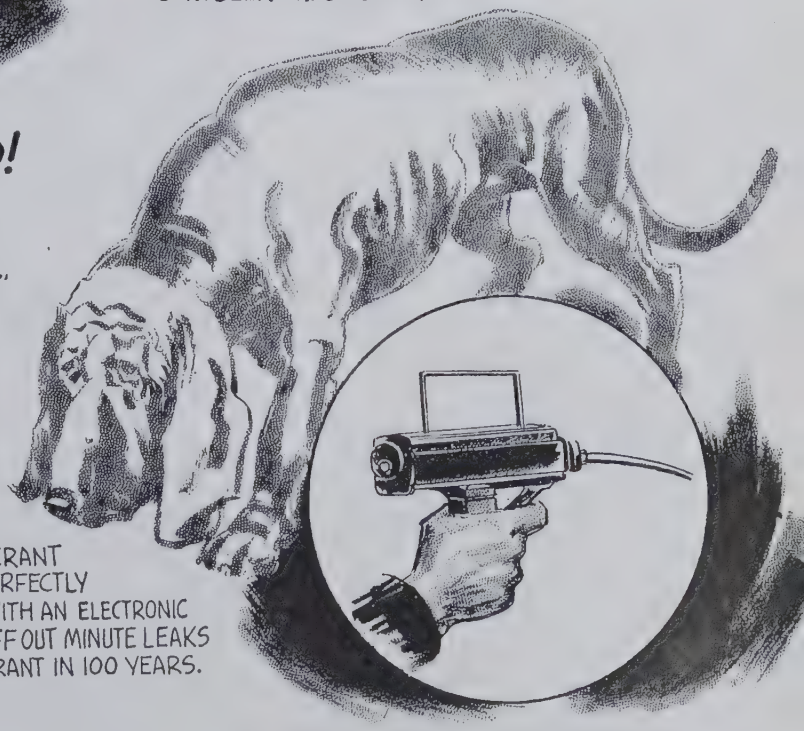
4-WHEEL-DRIVE TRACTOR STRETCHES SUMMER!

WITH POWER APPLIED TO **ALL 4 WHEELS**, THIS TRACTOR PULLS WITHOUT SLIPPING ON GROUND STILL TOO WET FOR MOST OTHERS. STEERS WITH LEVERS—LIKE A TANK. LETS FARMERS TILL FIELDS SOONER IN SPRING...LATER IN FALL. CHAIN DRIVES TO THE WHEELS, MADE BY **B-W'S MORSE CHAIN**, GET MORE PULL OUT OF THE ENGINE...GIVE FAR CHEAPER OPERATION. THIS TRACTOR IS ALSO **B-W** EQUIPPED WITH **ROCKFORD CLUTCHES, WARNER GEARS**, AND **MARVEL-SCHEBLER CARBURETER.**



NEW "SHADE" SHUTS OUT SUMMER HEAT AND WINTER COLD!

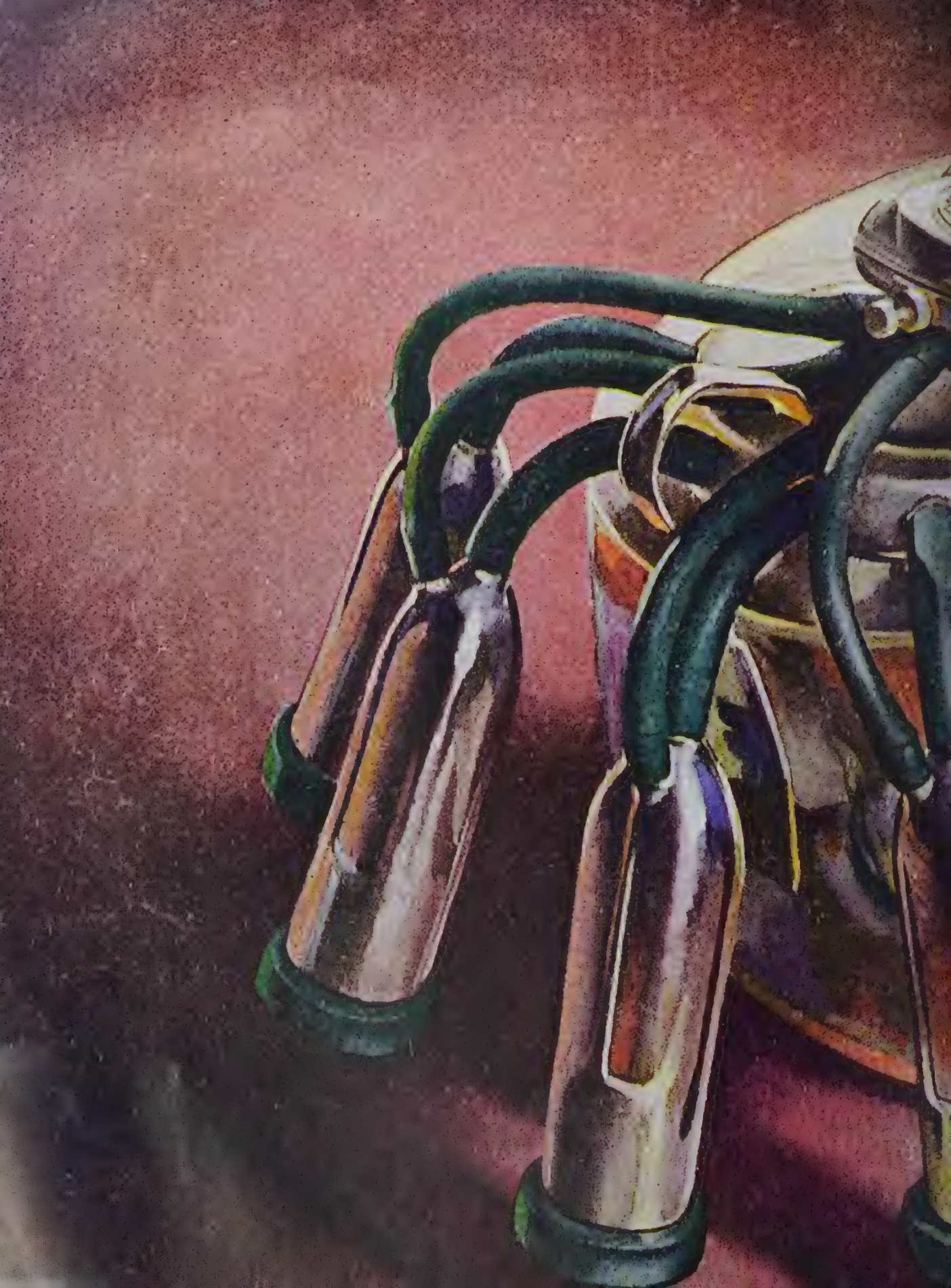
IT'S **STORM-SHADE**, THE ONLY TRUE ALL-SEASON WEATHER PROTECTION FOR WINDOWS! CREATED BY **B-W'S INGERSOLL**, IT COMBINES PRACTICALLY AIR-TIGHT GLASS PANELS THAT BAR WINTER COLD...AND FAMOUS KOOLSHADE, THE SCREEN THAT **DEFLECTS** SUMMER SUN. YOU SHIFT FROM ONE TO THE OTHER IN MERE SECONDS.



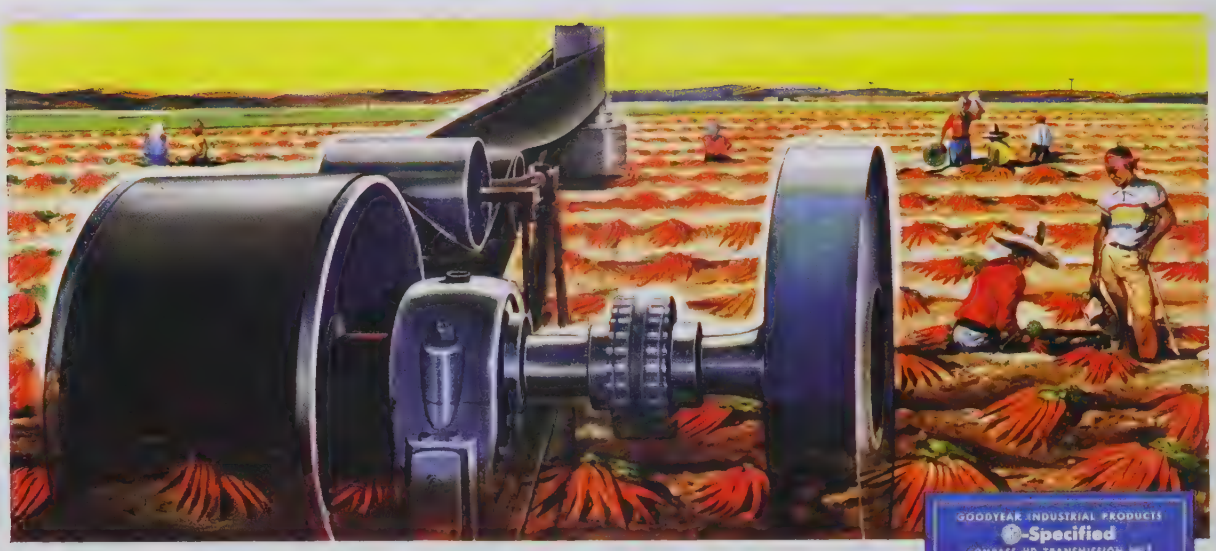
ELECTRONIC "BLOODHOUND" IS CHAMPION SNIFFER!

TO MAKE CERTAIN THAT THE REFRIGERANT IN EVERY **B-W NORGE** REFRIGERATOR IS PERFECTLY SEALED IN, THE COLD-MAKING UNIT IS SEARCHED WITH AN ELECTRONIC "BLOODHOUND". SO SENSITIVE IS THIS DEVICE, IT WILL SNIFF OUT MINUTE LEAKS THAT WOULD LOSE AS LITTLE AS AN OUNCE OF REFRIGERANT IN 100 YEARS.

OF THE 20 MAKES OF CARS CONTAIN ONE OR MORE PARTS BY BORG-WARNER. *These units form BORG-WARNER, Executive Offices, 10 S. Michigan Ave., Chicago:* BORG & BECK • BORG-WARNER INTERNATIONAL • BORG WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE ANKLIN STEEL • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHEBLER CARBURETER • MECHANICS UNIVERSAL JOINT • MORSE CHAIN ORSE CHAIN, LTD. • NORGE • NORGE-HEAT • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.



THE
Surge
MILKER



How to buy Crop Insurance... for $5,000 less!

Growing problem for many farmers in the Southwest is round-the-clock irrigation. A few hours under blistering sun without water can ruin the healthiest crops. Such was the case with one Arizona farmer who relied on deep wells to keep his fields green.

Trouble was the heart of his system—a 3,000-gallon-per-minute pump—constantly kicked over its traces. Its drive was too short for ordinary flat belts to handle its rugged quarter-turn. *No belt lasted over four months.* And to replace the drive to avoid breakdown during the nine-month season would cost $5,000.

How to insure the crop, without this expenditure, was the problem given the G.T.M.—Goodyear Technical Man.

After studying the drive, the G.T.M. recommended the revolutionary new COMPASS HD Transmission Belt—the world's first flat belt built with endless, Triple-Tempered G-T-T Cord, developed by Goodyear Research.

16 months later, *after four times the average service,* the belt finally failed and was replaced with another COMPASS HD Belt. G-T-T Cord thoroughly proved it could resist the heavy load and the torturous twisting and flexing to the point where the belt gave trouble-free operation.

3-T Cord is the result of an exclusive, triple-action tempering process, involving tension, temperature and time, which sets synthetic cord at its maximum strength and resiliency. It makes possible a COMPASS HD Belt that's up to 20% thinner, up to 60% stronger than other flat belts. For details on how it cuts drive costs to the bone, see the G.T.M., your Goodyear Distributor or write Goodyear, Industrial Products Division, Akron 16, Ohio.

YOUR GOODYEAR DISTRIBUTOR can quickly supply you with Hose, Flat Belts, V-Belts, Packing or Rolls. Look for him in the yellow pages of your Telephone Directory under "Rubber Products" or "Rubber Goods."

GOODYEAR

THE GREATEST NAME IN RUBBER

Goodyear, 1955

The "pillow" that nestles a Queen

New speed queen of the Atlantic, the S.S. United States makes its New York home at a completely reconditioned pier. One bump against the corner of the pier could deform the plates of the ship—cause costly repairs and expensive delays—and damage the pier as well. Yet, in docking, the great ship is safely warped around the end of the pier by a combination of wind, tide and tugs as her side rests against the dock.

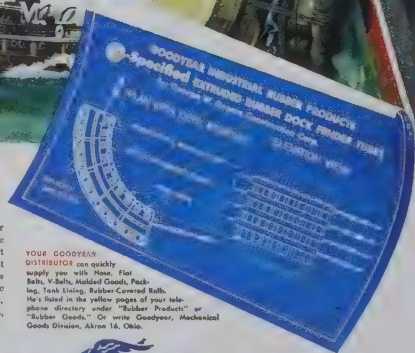
Secret of safe dockings is a huge dock fender that "pillows" the bulk of the liner. It's built around special extruded rubber tubing—15" in diameter, compounded to resist pressure, abrasion, and constant immersion in salt water. The designing engineers and contractors who installed this bumper, the Geo. W. Rogers Construction Corporation, knew what was needed in general—and called in the G.T.M.—Goodyear Technical Man—for specific engineering and compounding of these huge rubber fender parts.

Meeting exacting demands with parts molded or extruded from rubber is a specialty of the G.T.M. For he knows rubber in all its forms far better than anyone else. In large parts or small, simple or extremely complex in design, he can specify compounds to deliver exactly the service you need—and in the process, simplify your problems of product design or parts procurement.

Unrivaled anywhere, the facilities of the world's largest molded goods plant—Goodyear St. Marys—are available to the G.T.M. to insure delivery of the parts and subassemblies needed to meet your production line requirements. Even more important, you get outstanding service from Goodyear St. Marys—the backing of a trained staff of engineers, chemists, sales engineers and an experienced production staff. You get complete service—from product design, in cooperation with your own staff—through production—to in-the-field follow-up.

Doesn't it add up to this? Wherever molded or extruded rubber may be the answer to problems of new product design or old product improvement, it will pay you to come to Molded Goods Headquarters *first*—by consulting the G.T.M., or writing direct to Goodyear, Molded Goods Department, St. Marys, Ohio or Los Angeles 54, California.

YOUR GOODYEAR DISTRIBUTOR can quickly supply you with Hose, Flat Belts, V-Belts, Molded Goods, Packing, Tank Lining, Rubber-Covered Rolls. He's listed in the yellow pages of your telephone directory under "Rubber Products" or "Rubber Goods." Or write Goodyear, Mechanical Goods Division, Akron 16, Ohio.



GOODYEAR

THE GREATEST NAME IN RUBBER

We think you'll like "THE GREATEST STORY EVER TOLD" Every Sunday—ABC Network

Babson Bros. Co., 1950 ◀ *Goodyear, 1952*

Cities Service, 1950

Coffee . . . *and The National City Bank of New York*

Biggest business import — for the Western Hemisphere's 20 nations

Last year, Americans drank over 4½ billion gallons of coffee, enough to keep Niagara Falls flowing for nearly an hour!

As a nation, we drink as much coffee as the rest of the world combined. In 1954 over 2 billion pounds—including an estimated 500 million pounds for instant coffee—were used to make 300 billion cuplfuls. That's an average of 3,000 cups per second.

Coffee is this country's largest \$.1bn import. Of the 28 million bags we imported last year, 90% came from Latin American countries, principally Brazil and Colombia. Since coffee is their largest export, it seems to understand why it is often referred to as the economic foundation of the Western Hemisphere.

Despite its huge tonnages, coffee cannot be mass produced. It takes 5,500 coffee beans—all picked manually—to make one pound of roasted coffee. Each year, one American coffee drinker requires the output of 10 trees. And five years pass from the time these trees are planted until their first crop reaches your breakfast table.

As in all seasonal businesses, a good percentage of the coffee industry's operating capital comes from banks in the form of short term credit. From bean to cup, financing growers, dealers, exporters, importers, roasters, and merchandisers is provided by The National City Bank of New York.

National City is in a particularly good position to offer credit information, financing, and other up to date banking services to coffee men, because it has fully staffed Branches in or near every principal coffee growing country, and offices at Head Office who are in daily touch with the industry.

Whatever your business, you'll find equally valuable information and facilities available to you when you make National City *your banker*. For more about the advantages of having *a banker* instead of a bank account, write:

The National City Bank of New York
55 Wall Street, New York, N. Y.

First in World Wide Banking

National City Bank of New York, 1955

St. Regis presents: the most modern kitchen in the world

MADE ENTIRELY OF PLASTIC

Here is America's first all-plastic kitchen. Imaginative engineering, versatile production facilities and years of experience in plastics, make this kitchen possible.

As one of America's most diversified producers of plastic products, St. Regis maintains six plants where Panelyte plastic is fabricated for use by industry. It was St. Regis, for example, who developed Panelyte—the decorative laminated plastic used throughout this kitchen.

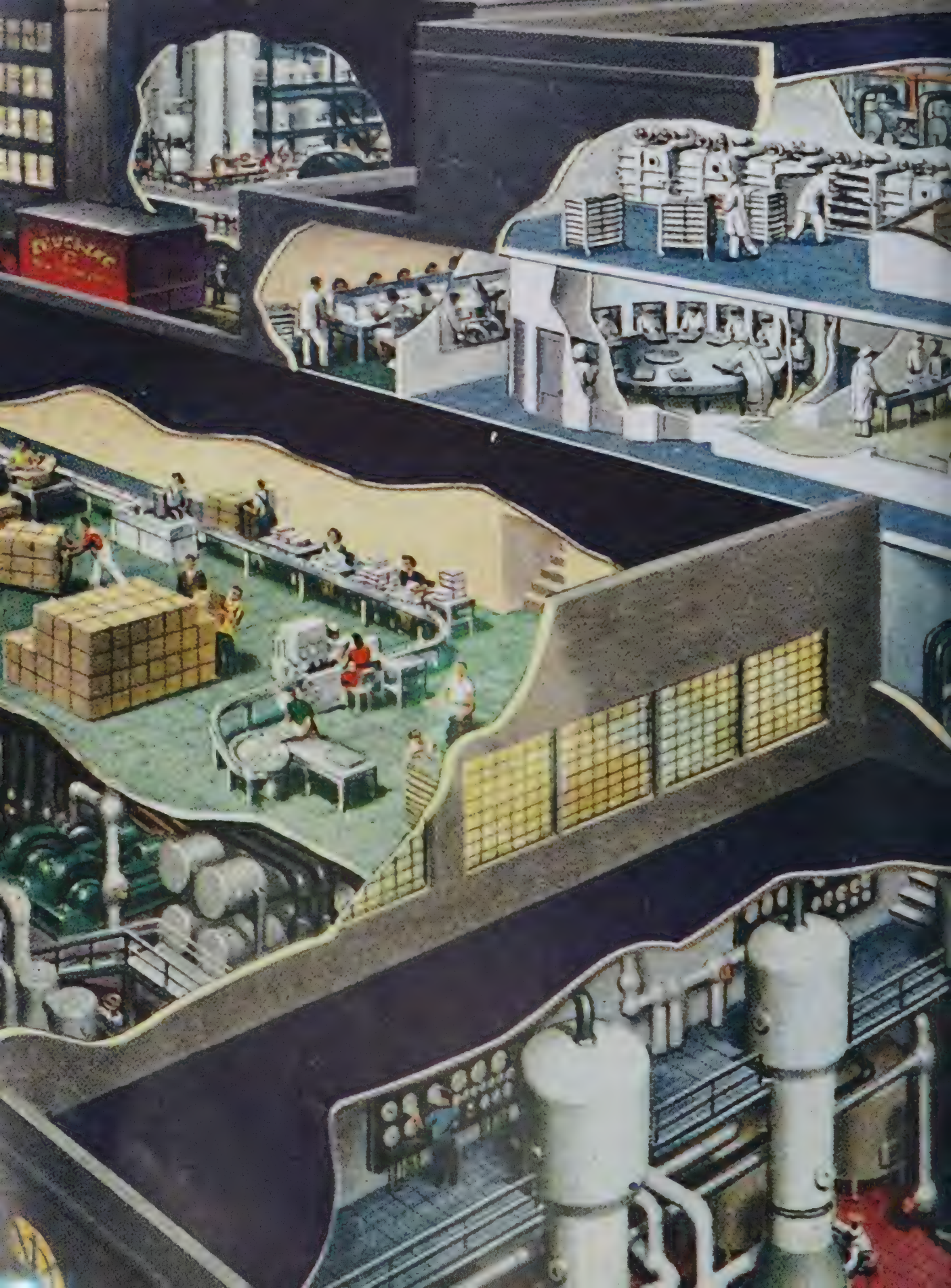
If you have a manufacturing problem, St. Regis will help you "plan in plastic" with no obligations. Write Dept. F-457, St. Regis Paper Company, 150 East 42nd Street, New York 17, N. Y.

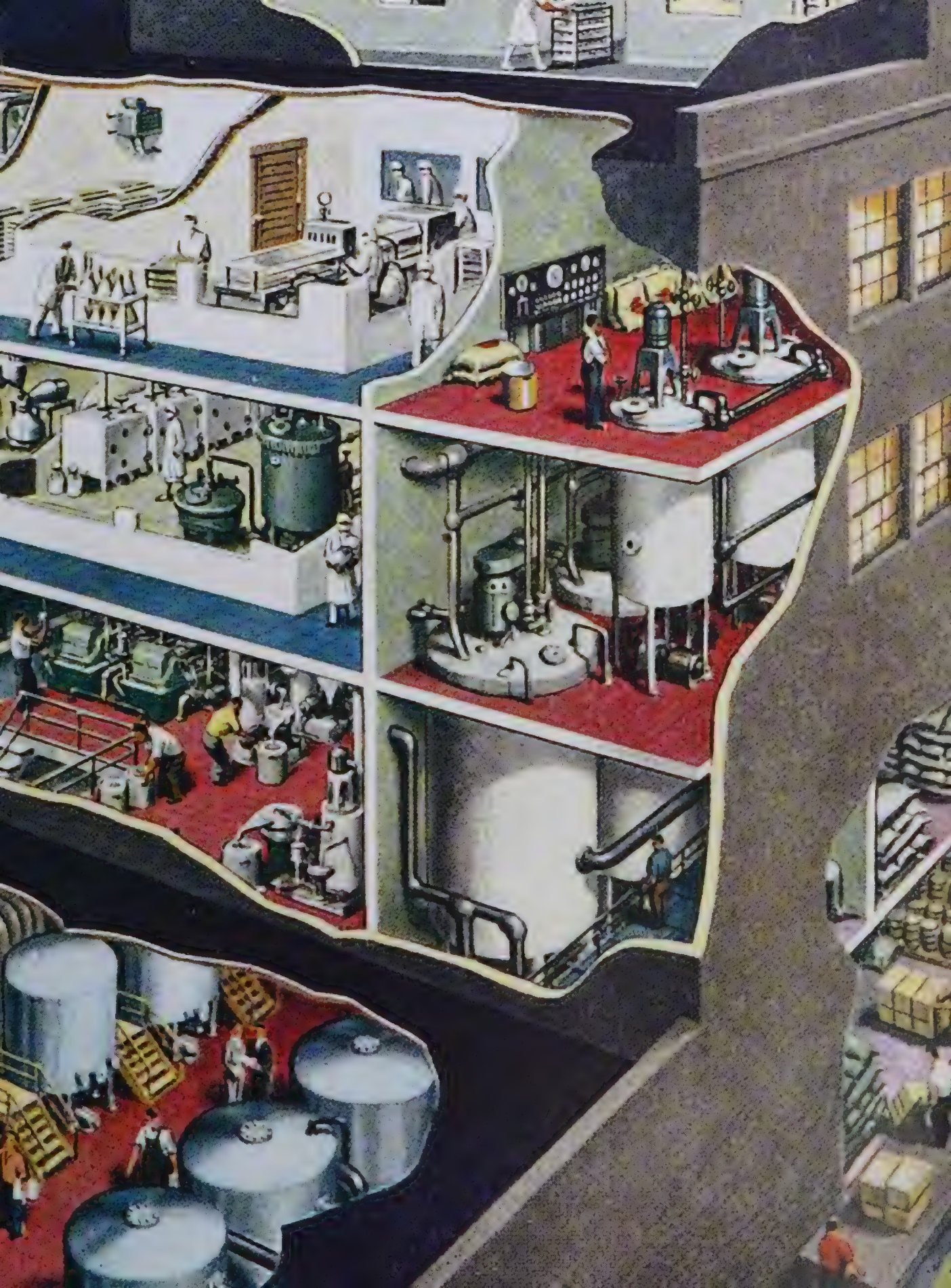
Armstrong flooring, courtesy The Englander Company, Inc.
Electronic cooking components, courtesy Raytheon Manufacturing Company.
Plastic plumbing fixtures, courtesy E. I. duPont de Nemours and Company.
Folding doors, courtesy Modernfold.
Plastic room dividers, courtesy American Louver Company.

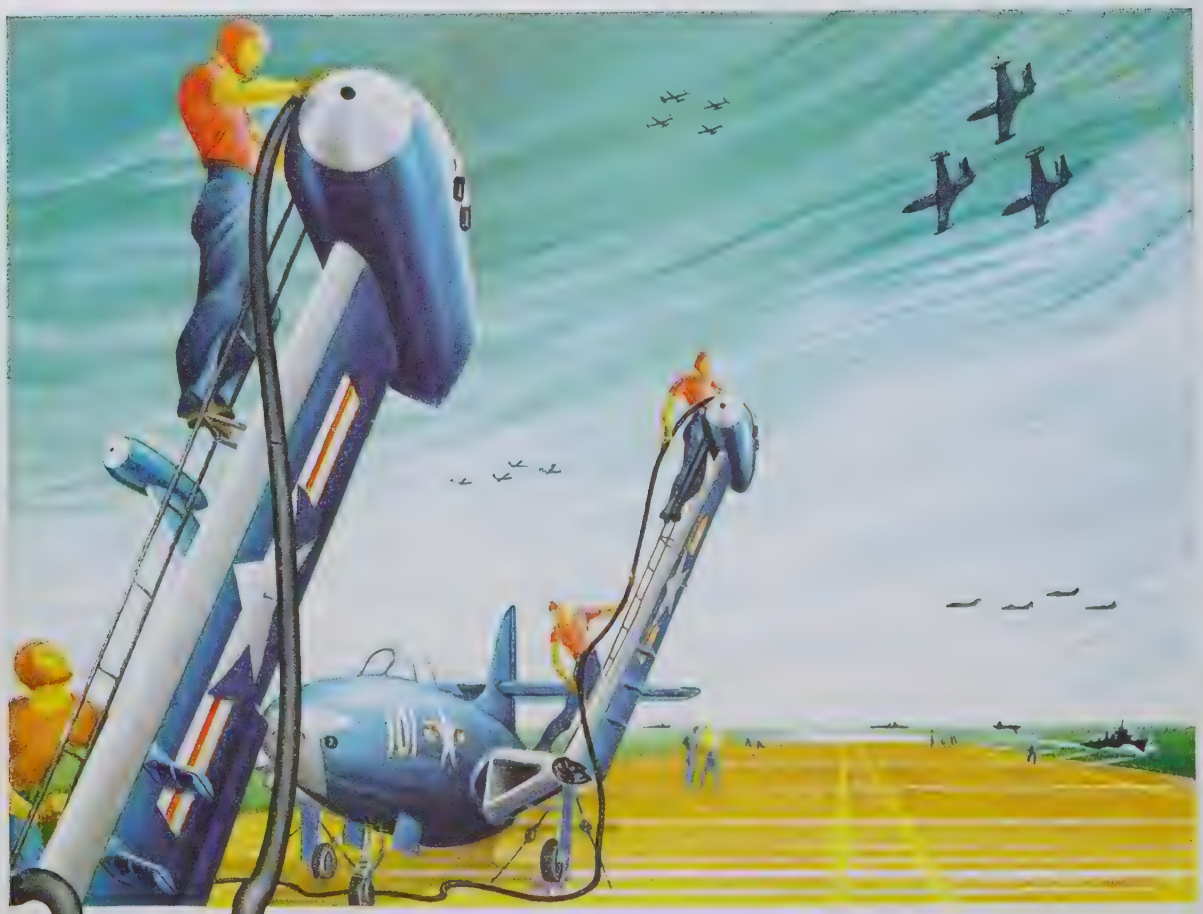
St. Regis PAPER COMPANY
150 EAST 42nd STREET, NEW YORK 17, N. Y.

St. Regis Paper Company, 1957

▶ Armstrong's Industrial Insulations, 1950







FAST FEEDING FOR THIRSTY FIGHTERS

Speeding "meal-time" for carrier planes was once a major problem for our Navy. Vital minutes were wasted because refueling hoses for aircraft were stiff, heavy and awkward to handle on a carrier's crowded flight deck. Furthermore, the hoses were deteriorating rapidly due to the destructive action of gasoline on the natural rubber.

A new kind of hose was indicated. Countless materials were tried without success until Hewitt-Robins Neoprene hose was tested aboard the carriers *Saratoga* and *Lexington* in 1932. The first *synthetic* rubber gasoline hose ever manufactured . . . it immediately proved successful. It was lightweight, flexible, tough, cut down refueling time drastically, and was completely resistant to the action of gasoline and oil.

The next step was obvious—Hewitt-Robins synthetic oil-resistant hose was a "natural" for the entire oil industry. Today, from oil well to service station, it has become an instinctive choice for handling liquid petroleum products.

Whatever you must handle—from gasoline to grout—you will find a Hewitt-Robins hose to meet your most particular needs. Hewitt-Robins has offices and distributors in all major cities.

Hewitt-Robins Synthetic Oil-Resistant Hose is specially designed to withstand deterioration and flaking from liquid petroleum products. It is lightweight, easy-to-handle . . . one of 1,000 types of specialized hose we manufacture.

HEWITT HR ROBINS

Executive Offices: 370 Lexington Avenue, New York 17, N. Y.

HEWITT RUBBER DIVISION: Belting, hose and other industrial rubber products
ROBINS CONVEYORS DIVISION: Conveying, screening, sizing, processing and dewatering machinery
ROBINS ENGINEERS DIVISION: Designing and engineering of materials handling systems
HEWITT RESTFOAM DIVISION: Restfoam® mattresses, pillows and comfort-cushioning

Hewitt-Robins is participating in the management and financing of Kentucky Synthetic Rubber Corporation

Hewitt Robins, 1951

FIREWORKS AT 20 FATHOMS

Burning metal on the bottom with an oxy-hydrogen cutting torch has speeded up undersea salvage operations. For now the flaming finger of the torch slices through steel in a matter of minutes, where hack saws once took hours.

Making fire work under water calls for a special type of cutting torch, with three hose lines instead of two . . . one for oxygen, one for hydrogen, while a third carries high pressure air to blast water away from the cutting flame.

Hewitt-Robins Twin-Weld Hose is a natural for this operation. It makes hose handling easier—halves the danger of snagging and snarling, because Twin-Weld combines the oxygen and hydrogen lines into one integral hose unit.

Wherever hose must withstand unusual pressures or service, industry turns to Hewitt-Robins. We make over 1000 different types of rubber hose, natural and synthetic . . . a hose to meet every industrial need.

Hewitt-Robins Twin-Weld® Hose is easily identified by the green oxygen line and the red hydrogen line. One stroke of a knife separates the connecting fin for quick and easy coupling to equipment.

HEWITT HR ROBINS

Executive Offices: Stamford, Connecticut

HEWITT RUBBER DIVISION: Belting, hose and other industrial rubber products
ROBINS CONVEYORS DIVISION: Conveying, screening, sizing, processing and dewatering machinery
ROBINS ENGINEERS DIVISION: Designing and engineering of materials handling systems
HEWITT RESTFOAM DIVISION: Restfoam® pillows and comfort-cushioning

Hewitt-Robins is participating in the management and financing of Kentucky Synthetic Rubber Corporation

Hewitt Robins, 1951

HOSE HARNESS FOR THE IRON HORSE

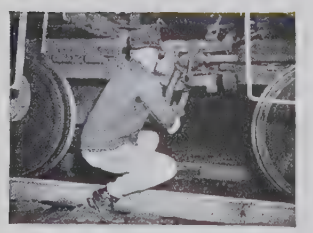
Airpower replaced manpower for railroad braking with the adoption of the automatic air brake. But for almost 40 years after its invention by George Westinghouse in 1869, failures plagued air brake users.

Source of the trouble lay, not in the brake, but in the system's "life-line"—the coupling hoses that carried the air-line from car to car. Existing hose couldn't stand the strain of constant flexing, sudden strong pressures, weathering and ballast scuffing.

Improving airline performance became a challenge to Hewitt-Robins. By investigating all the causes of coupling hose failures, we succeeded in designing the *first* hose that solved the problem. Hewitt-Robins Air Brake Hose made history . . . it was the first rubber product ever scientifically designed to meet a specific industrial need.

Developing better rubber products for industry to facilitate the handling of gases, fluids and solids has been the specialty of Hewitt-Robins for almost a century.

If you have a hose problem—or any bulk materials handling problem—have Hewitt-Robins solve it for you. Hewitt-Robins maintains offices and has distributors in all major cities.



For air brake coupling, or any other application . . . wherever hose is used in industry . . . Hewitt-Robins has designed over 1,000 types. You'll find one to meet your most exacting needs.

HEWITT HR ROBINS

Executive Offices: 370 Lexington Avenue, New York 17, N. Y.

HEWITT RUBBER DIVISION: Belting, hose and other industrial rubber products
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Hewitt-Robins is participating in the management and financing of Kentucky Synthetic Rubber Corporation

Hewitt Robins, 1951

FINGERTIP ANSWER TO A 70-TON PROBLEM

One touch of a button . . . and a 70-ton hopper car empties itself in as little as 90 seconds!

One touch of a button . . . and even hard-packed loads come free, leaving the car "broom clean"!

For coal, stone, ore, grain—*whatever bulk material you must unload*—the Hewitt-Robins Car Shakeout is the *modern* answer. You save time, money and labor by reducing demurrage charges . . . by cutting unloading crews from as many as twelve to as few as two, even one. You end damage to cars, danger to workmen . . . make a tedious, expensive operation quick, simple, safe.

Over *four hundred million tons* of free-flowing bulk materials have been moved "down the hopper" by Hewitt-Robins Car Shakeouts.

Like so many other notable advances in bulk materials handling, the Car Shakeout is a Hewitt-Robins "first". The *controlled vibration* that makes it so efficient is an old story to us; we've put precisely controlled vibration to work in a long line of time-tested equipment for screening, sizing, feeding, conveying, grading, purifying, dewatering or otherwise processing everything from bits to boulders . . . from pumice to pyrites.

If you have a screening problem . . . *whatever it is* . . . why not make it ours?

THE HEWITT-ROBINS CAR SHAKEOUT is made in two models: Model GS, for plants unloading 15 cars or less daily, and Model HD for continuous, heavy-duty service.

HEWITT HR ROBINS

Executive Offices: 370 Lexington Avenue, New York 17, N Y.

HEWITT RUBBER DIVISION: Belting, hose and other industrial rubber products

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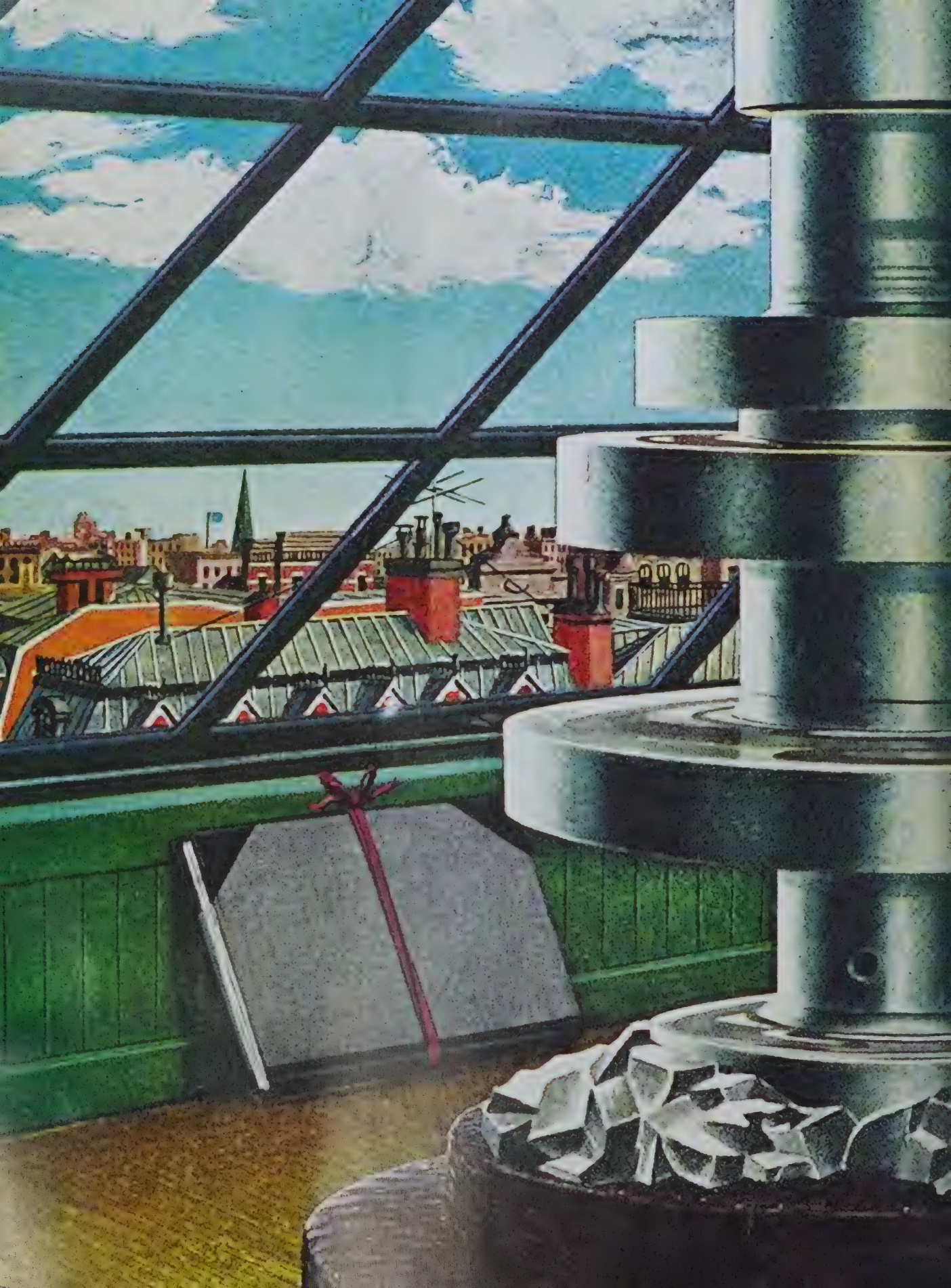
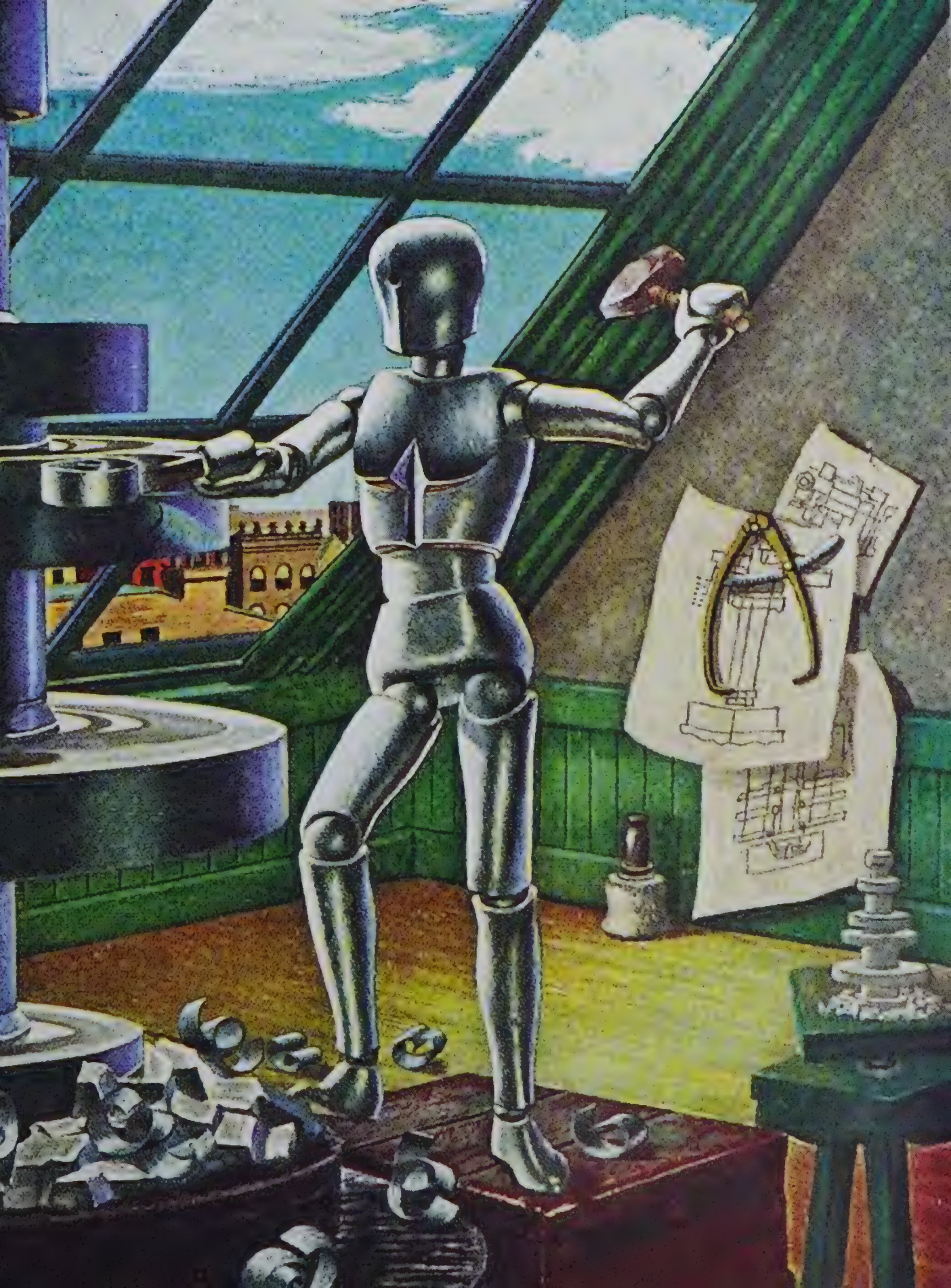
Hewitt-Robins is participating in the management and financing of Kentucky Synthetic Rubber Corporation

Hewitt Robins, 1951

▶ *Shell Industrial Products, 1951*





Merchandising's most modern methods work best in National's Long-Span Multiple Buildings

When the time came to pick a building design for suburban Cleveland's modern new Meadowbrook Mart, the most logical choice—from every standpoint—was a Stran-Steel Long-Span 50 Multiple building, 152 feet wide and 642 long.

First consideration was floor space, and the choice was strongly influenced by the Long-Span's provision of a maximum amount of unobstructed interior area—in the Mart's case, over 91,000 square feet . . . enough for the more than 100 retail businesses that make it an outstanding service and shopping center.

Second was construction costs. Long-Spans go up rapidly and easily, so the Mart's owners made appreciable savings in time and money by their choice.

And finally, Long-Span was chosen because it easily lends itself to adaptation and modern treatment, as shown by the illustration of the Mart above.

The Long-Span Multiple, a product of the Stran-Steel division of Great Lakes Steel, fits into any site or any application—farm, industrial, or commercial—as readily as it did for the Meadowbrook Mart. Straight sturdy sidewalls and arch roof give a maximum amount of unobstructed space. Arch ribs and trusses of famous N-A-X High-Tensile Steel make for long life, strength and economy.

All-steel buildings are but one of the many special and standard National Steel products that serve many industries in many ways . . . that make National Steel one of America's leading producers of steel.

NATIONAL STEEL CORPORATION
GRANT BUILDING PITTSBURGH, PA.

SERVING AMERICA BY SERVING AMERICAN INDUSTRY

SEVEN GREAT DIVISIONS WELDED INTO ONE COMPLETE STEEL-MAKING STRUCTURE

GREAT LAKES STEEL CORP. Detroit, Mich. A major supplier of standard and special carbon steel products for a wide range of applications in industry.

WEIRTON STEEL COMPANY Weirton, W. Va. World's largest independent manufacturer of tin plate. Producers of many other important steel products.

STRAN-STEEL DIVISION Ecorse, Mich. and Terre Haute, Ind. Exclusive manufacturer of famous Quonset building and Stran-Steel rollable framing.

HANNA IRON ORE COMPANY Cleveland, Ohio. Producer of iron ore from extensive holdings in the Great Lakes area.

THE HANNA FURNACE CORP. Buffalo, New York. Blast furnace division for production of various types of pig iron.

NATIONAL MINES CORP. Supplies high grade metallurgical coal for the tremendous needs of National Steel mills.

NATIONAL STEEL PRODUCTS CO. Houston, Texas. Warehouse and distribution facilities for steel products in the Southwest.

NATIONAL STEEL

National Steel, 1954

National Steel, 1952

▶ Pittsburgh Plate Glass Company, 1958

PPG AT THE SHOWPLACES OF AMERICA
Lambert Airport, St. Louis
Architects: Hellmuth, Yamasaki & Leinweber

SOARING ARCHES with acres of PPG glass give St. Louis one of the world's most modern airports. Colorful aircraft, trimmed and protected with PPG finishes, wing into Lambert Field . . . keep passengers comfortable with PPG fiber glass insulation

PPG opens new horizons in this golden age for building things

We can build airports to express the beauty of flight because PPG glass comes in sizes, shapes and kinds to do it. We can build sleek airliners of aluminum because Columbia-Southern soda ash refines raw ore to make this light, wonder metal. We can build powerful engines that speed planes farther and faster because of today's high-octane fuels made with Columbia-Southern chemicals. Progress all around us—and practically everything we see and use keeps up to date with glass or paint made by PPG, or chemicals made by Columbia-Southern, subsidiary of PPG. PITTSBURGH PLATE GLASS COMPANY, Pittsburgh.

The Power Authority of the State of New York turns water pressure into electricity with the help of Shell Research.

Watts up at the St. Lawrence

SURGING through the world's second largest hydroelectric power plant, the St. Lawrence River will soon be producing 1.8 million kilowatts of low-cost electricity for the U. S. and Canada.

This electricity, coming from turbine generators embedded deep in the new St. Lawrence Power Dam, will serve farms, factories and homes. Only the most precise lubrication, however, will keep the 2,000,000-pound turbine rotors whirling trouble-free. A product of Shell Research was selected to help keep trouble away.

Shell Turbo® Oil was chosen for its ability to cool, resist rust and avoid foaming, plus its ability to protect bearings and shafts during the critical start-up period. These qualities assure economical operation for many years to come.

Developing premium lubricants that safeguard turbines over longer periods of time is another example of the way Shell Research works to assure you of better products, more for your money, wherever you see the Shell name and trademark.

SHELL

Leaders in Industry rely on Shell Industrial Products

© 1959, SHELL OIL COMPANY

At one of Morton's Midwestern plants, 100,000-gallon tanks are used in the chemical processing of high quality brine before converting it to high purity evaporated salt.

Only Morton offers salt service to industry everywhere in America

Morton, the only nation-wide salt company, has salt sources, sales offices and warehouses from coast to coast. This means Morton can offer you complete salt service whether you have just one plant or several plants in different states.

To tailor-make salt for the many special needs of industry, Morton starts with high purity salt from one of its sources. With the aid of gigantic processing, refining and screening equipment, plus constant quality checks, Morton can produce and package salt to meet exacting specifications for any user—from mammoth canneries to small cheese companies.

Morton produces nearly 100 different grades of salt for industry. Morton delivers salt by boat, barge, truck and rail. This means you can get fast delivery on a bag or thousands of tons, anywhere in the country.

Morton sales representatives are backed by the services of their own ultra-modern salt research laboratory—the most complete laboratory of its kind in the world. This means you can get complete technical assistance on any problem relating to salt. This service help alone may be worth thousands of dollars to you every year.

Morton Salt Company, 1959

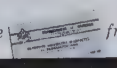
Your letterhead is as much a part of your business personality as your receptionist. MEAD BOND for stationery and envelopes lends correspondence the authority and substance it deserves. Whatever the printing process, MEAD BOND assures a clear, flawless impression. For other office uses, there are MEAD MIMEO, MEAD DUPLICATOR, and MEAD LEDGER. Each type carries the distinctive Mead watermark. Each type is a specialist without peer.

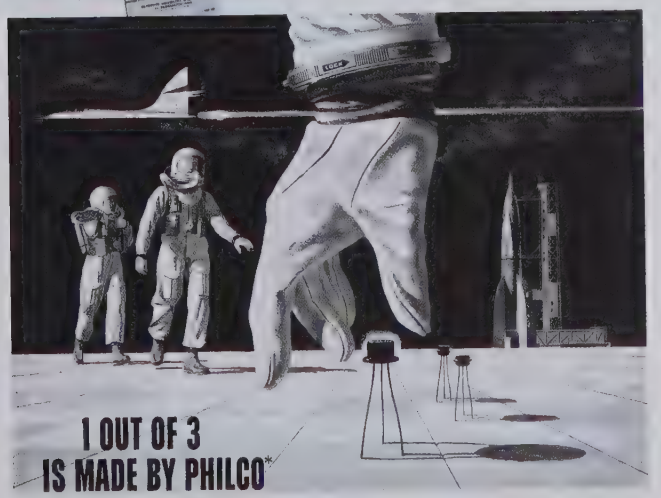
Your printer or lithographer—and, behind him, America's leading paper merchants—knows that Mead Papers mean business. Ask for convincing evidence.

THE MEAD CORPORATION "Paper Makers to America" MEAD papers

Sales Offices: The Mead Sales Co., 118 W. First St., Dayton 2 • New York • Chicago • Boston • Philadelphia • Atlanta

Mead Paper Co.

Take a page  *from the official military report† on transistors . . .*



1 OUT OF 3 IS MADE BY PHILCO* EXCLUSIVELY

Transistors play a key role in the space age! Millions upon millions are earmarked for vital military applications. In the significant types, more than one out of every three is designed and produced exclusively by Philco and its licensees . . . dramatic proof of Philco pioneering leadership in transistor research and development! The same reliable performance demanded in critical military applications also makes Philco Transistors first choice for industrial and commercial use. To meet your transistor needs . . . or for assistance in transistorizing your product . . consult Philco first.

PHILCO.

TRANSISTOR

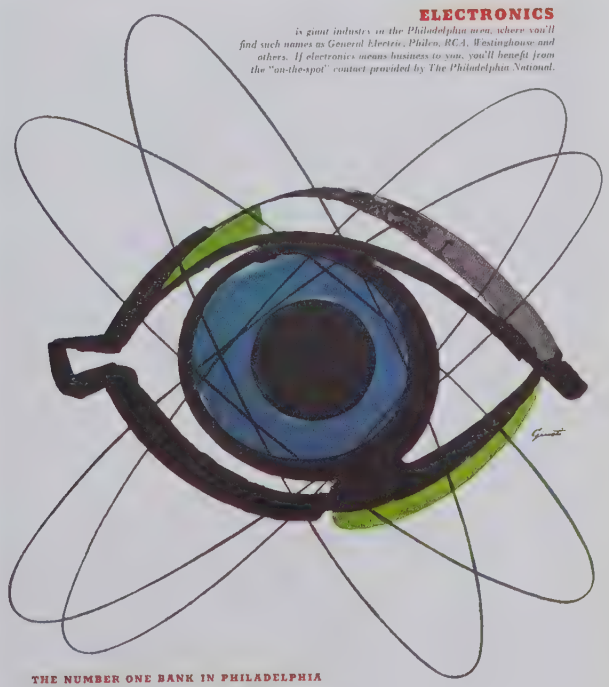
PHILCO / LANSDALE TUBE DIVISION / LANSDALE, PENNSYLVANIA

†Official report of the Electronics Production Resources Agency of the Department of Defense, projecting military transistor requirements through 1961. *and Philco licensees

Philco, 1959

ELECTRONICS

is giant industry in the Philadelphia area, where you'll find such names as General Electric, Philco, RCA, Westinghouse and others. If electronics means business to you, you'll benefit from the "on-the-spot" contact provided by The Philadelphia National.



THE NUMBER ONE BANK IN PHILADELPHIA

—in the heart of the world's greatest industrial area

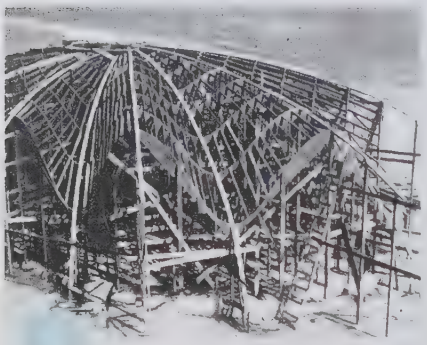
1803 150 YEARS OF BANKING SERVICE 1953

THE PHILADELPHIA NATIONAL BANK

Member Federal Deposit Insurance Corporation

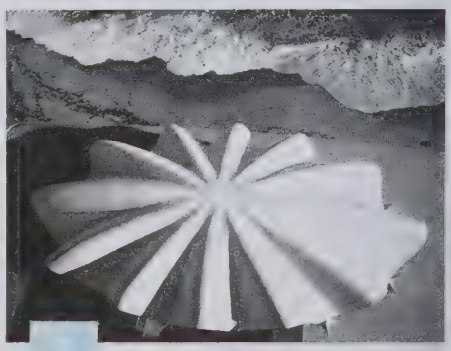
The Philadelphia National Bank, 1953

THE TAYLORMAN BRINGS AN ARCHITECT'S DREAM TO LIFE FOR THE EXCITING NEW "LA CONCHA" IN PUERTO RICO

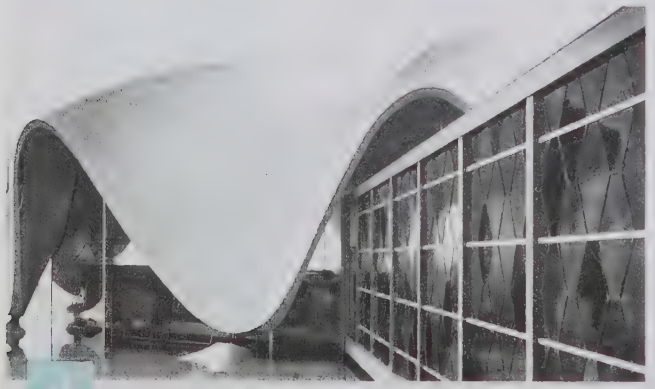


A complex form of wood and plywood is created in the shape of the familiar conch shell found on Caribbean beaches.

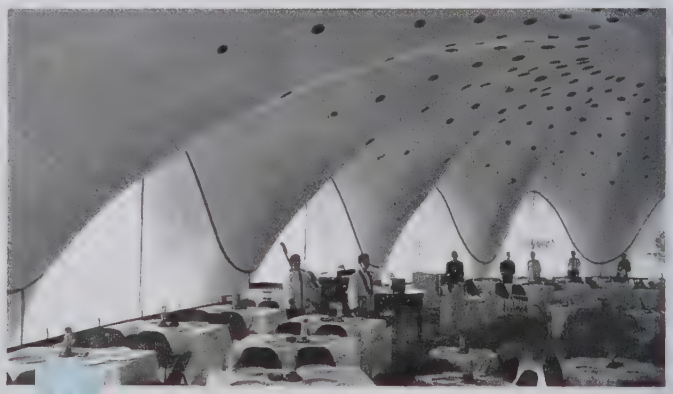
The form is reinforced with steel bars and covered with Gunite cement mixture applied through high-pressure hoses.



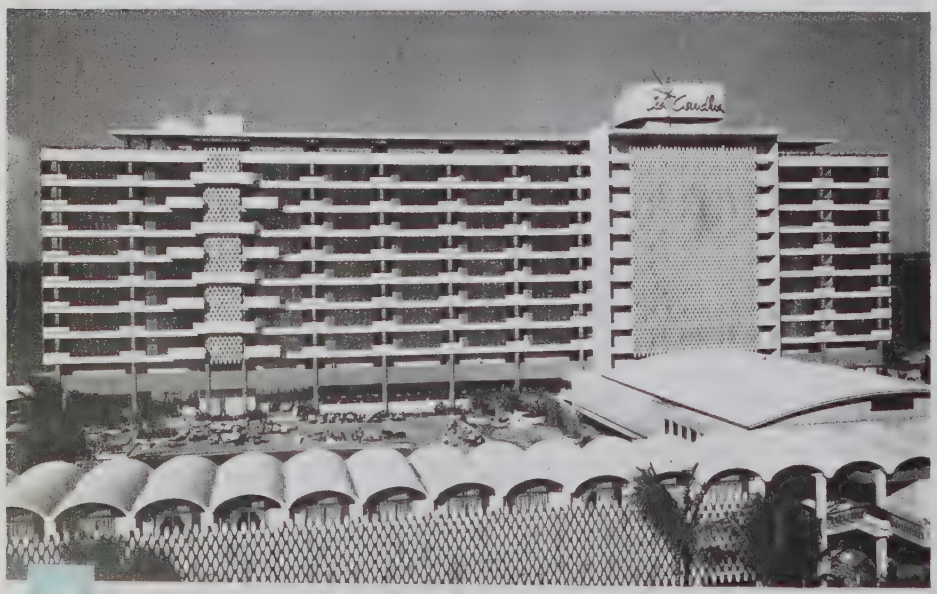
A unique supper club emerges with a roof that gives "La Concha" its name and a distinctive indigenous personality.



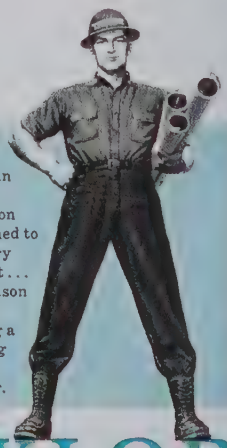
Adjoining the ocean and reached by bridges from the hotel, "Club La Concha" emulates a giant half shell set in a lovely tropical lagoon.



Inside the room two hundred guests view the sea through cathedral-like windows and dine in air-conditioned sound-absorptive comfort.



"La Concha" represents a triumph in construction logistics. The Taylorman co-ordinated materials and workmen from stateside and many foreign countries to build this 266-room, 12-story hotel and dramatic dining room . . . and he did it all on schedule!



The Taylorman . . . symbol of the construction experts assigned to supervise every Taylor project . . . and a solid reason why anybody contemplating a major building effort should *talk to Taylor.*

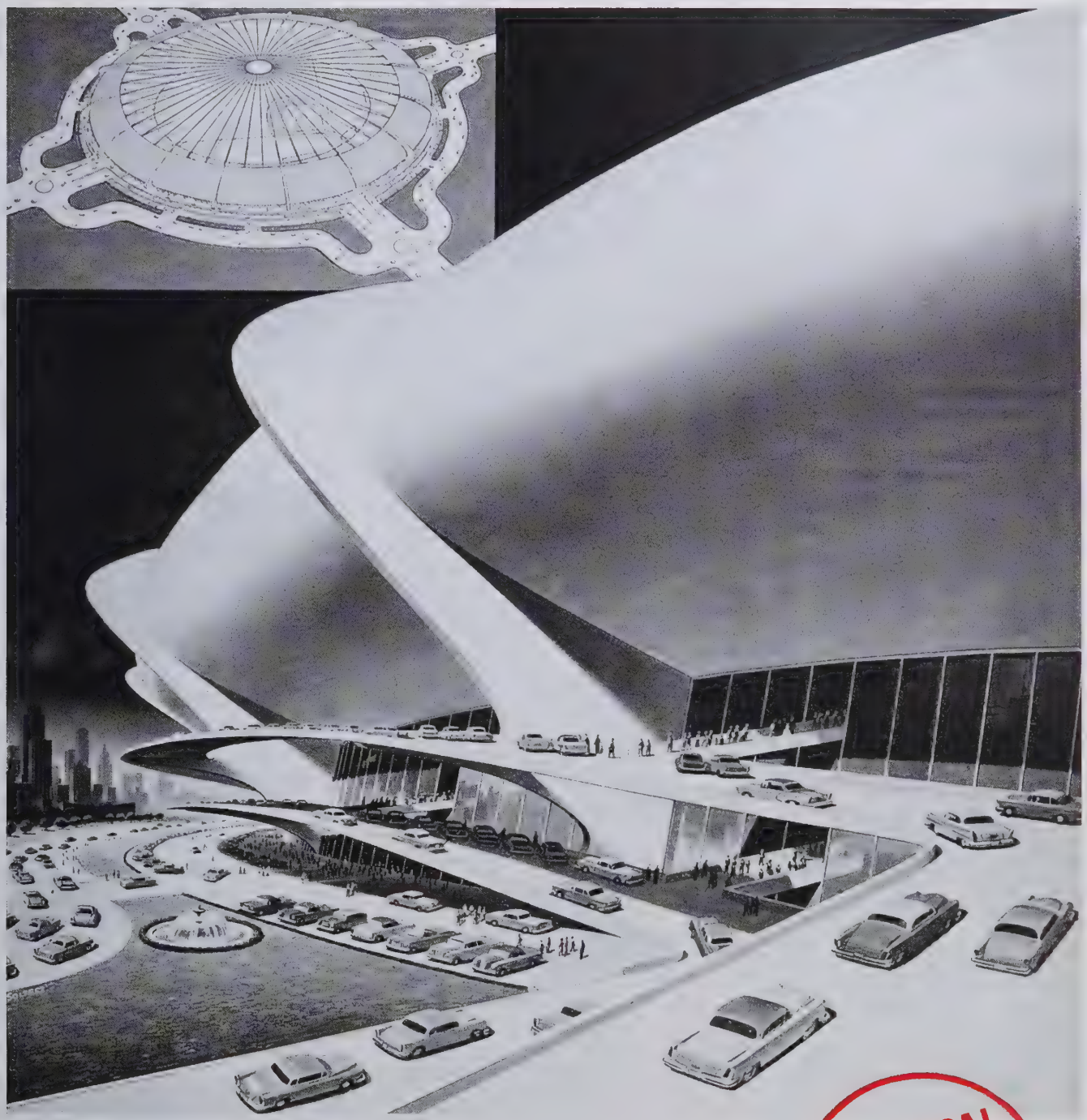
TAYLOR

CONSTRUCTION COMPANY

A DIVISION OF Taylor INTERNATIONAL CORP

NEW YORK · LOS ANGELES · MIAMI · SAN JUAN, P.R.

Universal Cements, 1956 ◄ *Taylor Construction Company, 1959*



TOMORROW'S ARENA:

concrete bowl with transparent cover

"This all-weather arena will meet almost any needs, can be made large enough to accommodate from 10,000 to 200,000 spectators. The design principles call for a minimum of structural materials, costly excavation and foundation work, since the prestressed concrete bowl is bound together into a unified structure by the steel cables that also support the transparent plastic roof. Land requirements, too, are held to a minimum. The problem of parking space is taken care of by the spacious multideck parking ramps that are an integral part of the underside of the bowl. This simple, practical arena design is made possible by the versatility of concrete."

LEV ZETLIN, *Consulting Engineer*

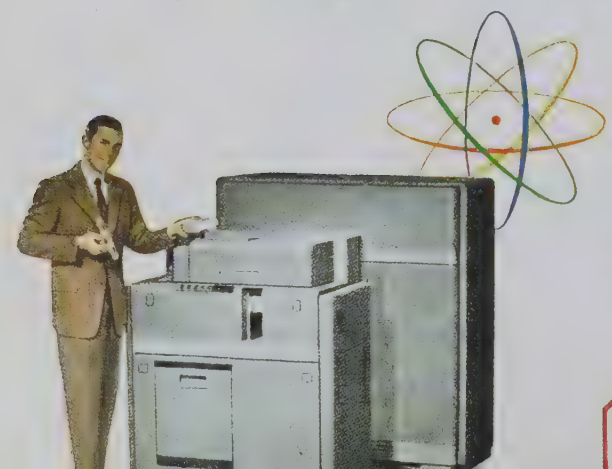
UNIVERSAL ATLAS CEMENTS

■ When such concrete structures of tomorrow are built, Universal Atlas will supply, as now, a major share of the essential building material—cement.

Universal Atlas Cements, 1958

▶ *Western Electric, 1950*

GETTING CLOSER TO *Infinity!*



Businessmen, engineers, and scientists now are solving accounting and research problems which, a few years ago, would have been considered well-nigh infinite.

IBM Electronic Business Machines are making an important contribution to this progress. These machines accomplish once-overwhelming tasks with incredible speed and accuracy . . . freeing thousands of valuable minds for creative effort.

IBM

ELECTRONIC BUSINESS MACHINES
International Business Machines

Memory in the millions . . .

Now—

"SINGLE STEP" DATA PROCESSING FOR SMALLER BUSINESSES with

IBM's RAMAC®

(Random Access Memory Accounting)

With these whirling magnetic disks RAMAC gives you a 5-million char acter memory . . . an unprecedente system whereby your millions of bus iness facts and figures can be store economically, in a random manner and yet be *immediately* accessible!

RAMAC is the *first* all-purpose, elec tronic accounting system designe compactly in one unit... *first* to mak "single step" data processing availabl to the smaller business! By single ste processing we mean RAMAC's abi ity to process transactions *as the occur*, while *at the same time* upda ing all related sales, inventory an billing records. With RAMAC you facts-on-file are forever current!

For all its compact, cost-saving siz RAMAC easily handles your man accounting, record-keeping and mar ufacturing control problems.

Learn the many ways IBM's ne RAMAC can profit *your* compan Just call your local IBM represent tive.

IBM DATA PROCESSING

International Business Machines Corporat
590 Madison Avenue, New York 22, N. Y

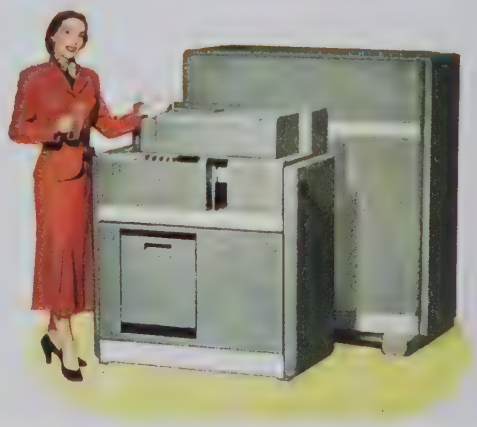
DATA PROCESSING • ELECTRIC TYPEWRIT

GETTING YOUR ANSWERS

. . . at electronic speed!

IBM's vast engineering know-how is helping American business, industry and the Armed Forces get the answers . . . fast. Through its leadership in applying electronic principles to calculators and other types of punched card business machines, IBM has given greater speed, accuracy and economy to the nation's vital processes of calculating and accounting.

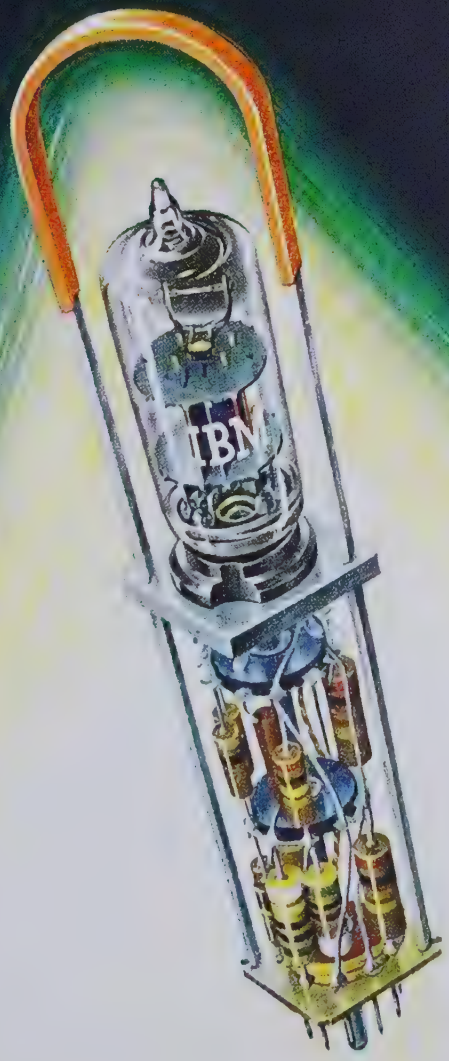
Already thousands of IBM Electronic Business Machines are in everyday use. We are continuing to manufacture them in quantity . . . as fast as quality production will permit.



IBM

INTERNATIONAL BUSINESS MACHINES
590 MADISON AVENUE · NEW YORK 22, N. Y.

International Business Machines, 1952 ◄◄ *IBM, 1956* ◄ *IBM, 1951* ► *International Business Machines, 1951*



PIERCING THE UNKNOWN

This IBM electronic tube assembly cuts through the unknown like a rocket through the stratosphere.

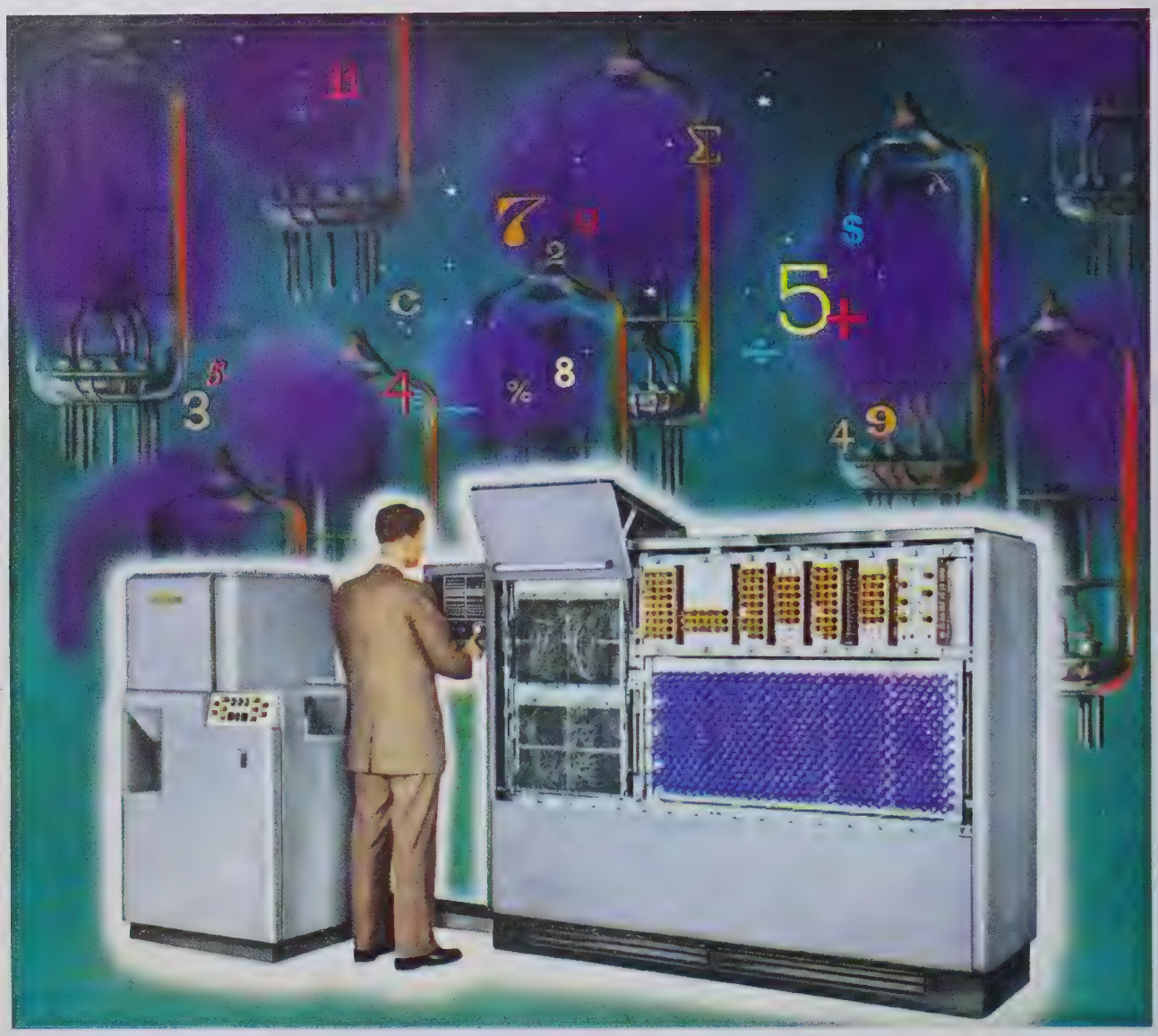
It probes the mysteries of the atom's core; predicts critical wing flutter of fast aircraft; traces paths of light through a lens system; calculates trajectories of guided missiles; plots the course of planets for the navigator.

It calculates payrolls, inventories, costs; points out savings of time and money.

These compact, pluggable units are the heart of IBM Electronic Calculators.

IBM

IBM Electronic Business Machines are vital defense weapons in the hands of our nation's industrial engineers and scientists.



DOES UNIVAC 120 REALLY THINK?

Many executives who use today's most advanced punched-card computer say . . . "Yes!"

Because . . . "It makes dozens of record-keeping decisions and calculations every second". . . "It figures out the complete story on our profit changes while the facts are still useful". . . "It simplifies and solves our most complicated payroll, production and billing problems."

The Remington Rand Univac 120 actually *does* replace routine human thinking. Take time-keeping for example. Univac 120 arrives at pay hours while allowing for thousands of variations in shift time, pre- and post-shift time, lunch hours, etc.—checks its own computations—and flags obvious human recording errors.

Does Univac 120 eliminate intelligence? Certainly not. But it does free your skilled personnel for creative thinking. Wherever you pay for clerical chores that involve analyzing, classifying, making logical decisions, comparing and calculating . . . Univac 120 electronic methods will earn their way over and over in speed, accuracy and efficiency. Put it squarely up to us to show you *how* and *where*.

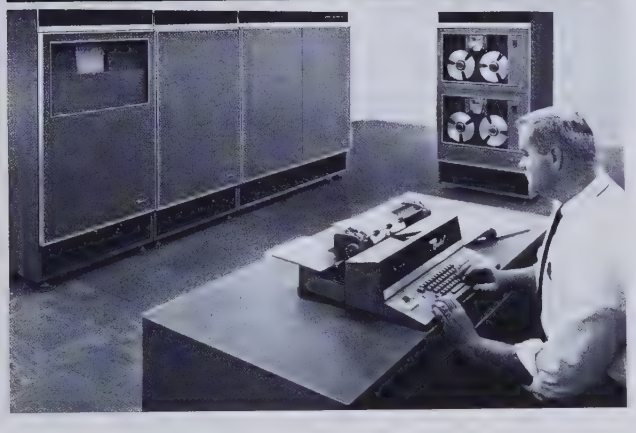
ROOM 1315, 315 FOURTH AVE., N. Y. 10 **Remington Rand** INC PUNCHED-CARD ELECTRONICS

MANAGEMENT ENGINEERED

Engineered to meet the major demands of modern management, the Bendix G-20 data processing system is designed to increase profits in an era of critically spiralling costs. ■ Specifically designed as a central, integrated system, the G-20 is capable of concurrently handling the computer workloads of all of your company's major departments: accounting, marketing, engineering, manufacturing, administration, warehousing and distribution. ■ Bendix G-20 automatic programming and linear programming systems open the door to a vast range of applications. For instance, a Bendix G-20 in a typical business organization could, at this moment, be performing these functions: *design automation and cost analysis, inventory control, budget analysis, production and facility control, sales analysis and forecasting, raw material flow, market research and product planning, order processing, advertising planning, and operations research*...all these in addition to more standard business and scientific applications. As workloads increase, G-20 modularity allows you to expand your system without reprogramming. ■ Backing up the proven hardware-software capabilities of the Bendix G-20 is a nationwide team of experienced applications specialists, providing systems support in depth...from preliminary evaluation through systems analysis, programming, installation and on-site maintenance and service. ■ Your nearby Bendix Computer representative will be glad to introduce you to the Bendix G-20 solution to swiftly rising costs: or write for the brochure, "A Solution to the Profit Squeeze," Bendix Computer Division, 5630 Arbor Vitae Street, Los Angeles 45, California, Dept. AF-39.

Bendix Computer Division

THE BENDIX G-20 COMPUTING SYSTEM



Bendix Computing System, 1952

Announcing UNIVAC 120

for punched-card electronics

The new electronic computer that cuts operating costs—tightens management controls.

You've heard of Univac, the data-processing system that cuts up mountains of paperwork in a flash of electrons. Now here's Univac 120, the advanced *punched-card* computer that makes hundreds of calculations and logical decisions in a fraction of a second.

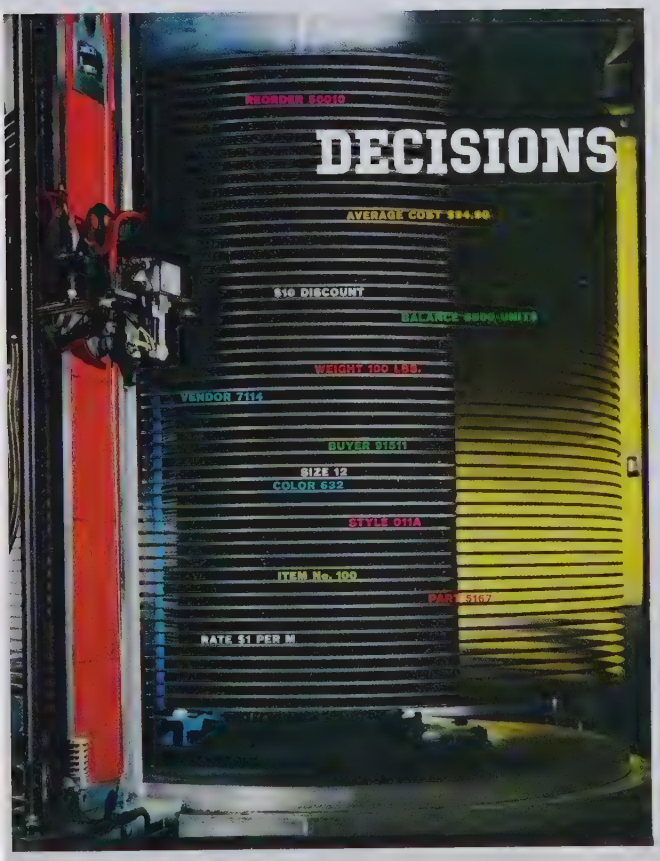
See how Univac 120 races through complicated problems of production control and engineering design. How it saves machine steps on payrolls and cost records. How it saves manpower on billing, accounting, sales analysis and other records.

What's more, with Univac 120 you can afford to get many special reports that take guesswork out of management decisions. It will dig out basic facts and figures that up to now have cost too much or taken too long.

Why not put it squarely up to us to show you how punched-card electronics can pay its way several times over in your organization? Room 2101, 315 Fourth Avenue, New York 10.

Remington Rand
Electronic Systems

Remington Rand & Univac, 1954



Remington Rand & Univac, 1955 ◀

Whirling disks and swiftly moving arms give you instant access to millions of business facts and figures in the IBM RAMAC 305 System.

DON'T HAVE TO WAIT!

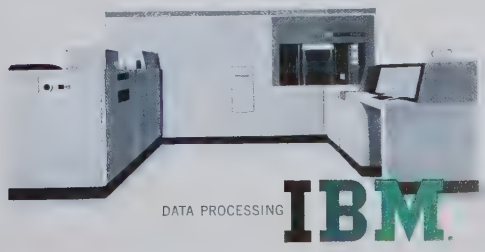
IBM RAMAC® 305 ORGANIZES FACTS FOR FAST EXECUTIVE ACTION

Immediacy is the order of the day with the IBM RAMAC 305! Current, timely facts for management decisions are always at hand, instantly accessible, and up to date.

RAMAC 305 automatically posts and updates all records related to a single transaction simultaneously. These records are stored in a lightning-fast disk "memory" with a capacity that recent IBM advances have increased to 20-million characters. Data for management review is immediately available; and it can be delivered in complete form at the RAMAC 305 or selectively at a remote "inquiry" station conveniently located.

The only system of its kind, the IBM RAMAC 305 is bringing dramatic, yet practical benefits to a wide range of businesses today. In transportation, for example, railroads enjoy the many advantages of "electronic storekeeping" including complete, up-to-date management facts and elimination of costly out-of-stock situations. Airlines, too, find RAMAC 305 invaluable in coping with the complexities of reservations as well as conventional accounting problems.

RAMAC 305 can help you gain up-to-the-minute facts for profitable decision-making. For more information, call your local IBM representative.



DATA PROCESSING **IBM**

▶ *J.W. Clement Co., 1956*

Upjohn, 1952

Upjohn, 1952

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 Corporation

Burroughs Corporation

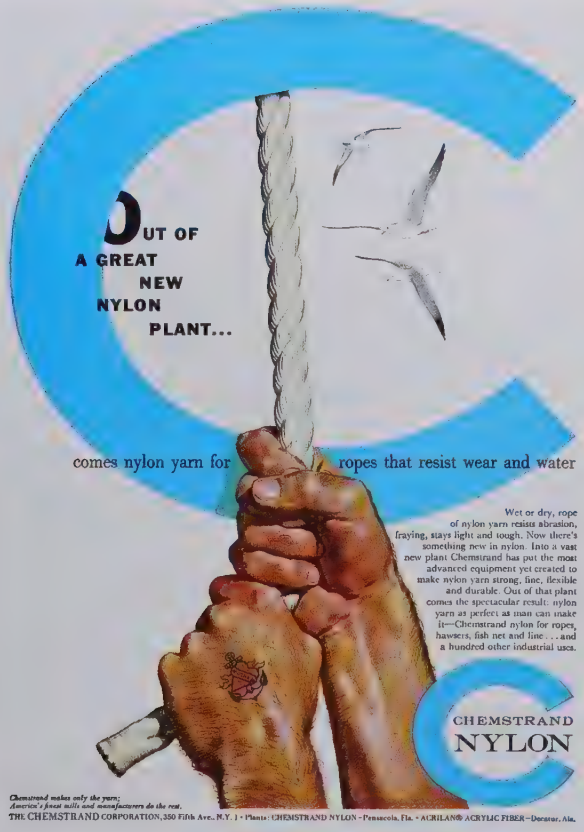
Our B 200 wants a shot at your computer. (Or that computer you were thinking of making yours.) Why? To settle once and for all just who can flatten your dataload fastest. For less money.

Burroughs Corporation

Burroughs Corporation

Upjohn, 1952

Upjohn, 1954



Chemstrand Nylon, 1959

IBM

Container Corporation of America, 1955

The new revolution in business . . . packaging

Ingenious packages sell consumers, speed manufacturing . . . with bank aid

Everything from biscuits to ball bearings comes pre-packed today. Vegetables, girdles, hardware, even complete dinners are marketed in an amazing assortment of glass, metal, plastic, wood, paper, foil, or fiber packages.

Automation in the factory, self service in the market, and an endless stream of new, highly competitive products have built packaging into a $12 billion industry that is developing new techniques and materials at an amazing rate.

Only a few years ago, plastic squeeze bottles, aerosol cans, pull tab cartons, and plastic pouches were unheard of. Today, they put convenience on every household shelf, save manufacturers large sums in production, handling, and shipping. Even some industrial products, such as bolt-and-screw sets, come neatly packed in plastic "blisters."

Functional packaging is also helping to speed manufacturing. Component parts come in special packages that can be fed right into the assembly line. Resistors, for example, are sealed in individual plastic pockets on belts of pressure-sensitive tape. Grease fittings are strip-packaged and fed into the line from a reel in the carton.

In factories and processing plants, marvelous new machines simplify packaging operations. Filling lines that handle 1,000 cans per minute, accumulating tables, and automatic carton unloaders are some recent developments.

First National City helps keep this packaging parade on the march by supplying seasonal and interim credit to producers of raw materials for containers, and to processors and fabricators of all types of finished containers.

The creative banking services offered by First National City can benefit your own business. Consult us for the many advantages of having a *banker* instead of just a bank account.

The **FIRST NATIONAL CITY BANK** *of New York*

First in World Wide Banking

CARRY FIRST NATIONAL CITY TRAVELERS CHECKS . . . SAFE . . . SPENDABLE ANYWHERE

The First National City Bank of New York

Handsome is as . . .

There is no good reason why a plant can't be both efficient *and* handsome.

Proper layout and design will provide swift, smooth-flowing production and a truly functional plant that is attractive and an asset to the community.

Austin-designed plants are that kind of plant. Designed from the inside out as fine production machines, they look efficient because they are efficient.

Owners like their flexible layout; their low cost of operation. They like, too, the *plus* value of their attractive appearance which Austin provides at no premium in cost.

And regardless of the type of project, or its location, the Austin Method, which combines and co-ordinates engineering and construction under a single contract, saves the Owner time, money and complications.

A discussion of this Austin approach involves no obligation on your part.

THE AUSTIN COMPANY ENGINEERS AND BUILDERS • CLEVELAND

OFFICES COAST TO COAST • NEW YORK • PHILADELPHIA • WASHINGTON • PITTSBURGH • CLEVELAND • DETROIT
INDIANAPOLIS • CHICAGO • ST. LOUIS • HOUSTON • LOS ANGELES • OAKLAND • PORTLAND • SEATTLE • TORONTO

The Austin Company, 1951

Paper and the Good Earth

From the time the slip is planted in its Hawaiian soil, it takes nearly two years to grow a pineapple. But that growth is improved, and made more certain, because of the black mulch paper through which the slips are planted. • Pineapple mulch paper, which Crown Zellerbach helped to develop, keeps the soil warmer, conserves moisture and defends against weeds. The result: a richer harvest, and a better product for your table. • This is but one of many kinds of paper which Crown Zellerbach produces to help the grower, packer, shipper, retailer and consumer of fruits and vegetables. Just as it serves all other industries, Paper serves Agriculture in an increasing variety of useful ways.

Paper serves every person and every industry

CROWN ZELLERBACH

PAPER AND PAPER PRODUCTS SINCE 1878 San Francisco 19

Crown Zellerbach, 1955

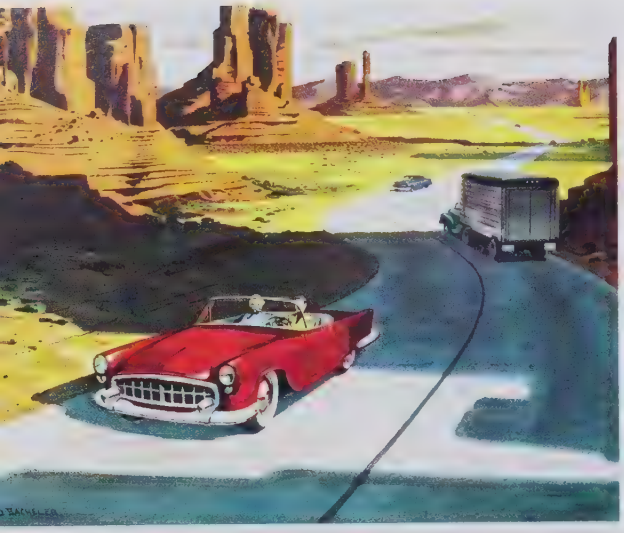
▶ *Marathon, 1952*

This year shoppers will make over six billion trips to grocery stores. Most every trip, they'll take home food in packages made by Marathon.

Marathon Corporation, Menasha, Wisconsin: from tree to finished package, Marathon's facilities include—assured pulpwood sources—pulp and paper plants—package-making plants—ink, engraving and printing plants—years of creative design and merchandising experience.

Marathon

packaging that sells food



They take their bearings for granted!

Fill 'er up . . . check the oil . . . you're off! Rarely is a second thought given to such vital components as the bearings your car rolls on. But, then, who should there be? Every make of automobile today uses dependable bearings. ☆ Precision-built Bower Bearings—used by many leading car makers—incorporate advanced design improvements, like those shown at right, which keep bearing maintenance at an absolute minimum. In fact, virtually every field of transportation and industry now associates Bower with high product quality, valuable engineering assistance and modern production facilities. ☆ You'll find there's a Bower Bearing designed to fit your product, too! A Bower engineer is ready to help you choose from a complete line of tapered, straight and journal roller bearings.

BOWER ROLLER BEARINGS DIVISION
FEDERAL-MOGUL-BOWER BEARINGS INC., DETROIT 14, MICH.

HIGHER FLANGE IMPROVES ROLLER ALIGNMENT

As shown by the red area above, the higher flange plus the spherically generated roll heads provide a large two-zone contact area. This greatly reduces wear—practically eliminates "end play." Larger oil groove provides positive lubrication.

BOWER ROLLER BEARINGS

Bower Roller Bearings, 1955

NOT JUST DIFFERENT...BETTER!

Over the years Western Electric has made a long line of ever improving telephones and telephone equipment.

Even now Western Electric engineers and their partners at Bell Telephone Laboratories are working on still better telephones for tomorrow . . . turning promising ideas for new telephones into test models. If these models prove to be practical, and you – the public – like them, we'll make them by the million for your local Bell telephone company. Making better and better telephones—and telephone equipment—is Western Electric's main job as part of the Bell System . . . and it adds up to more satisfactory telephone service for you.

Western Electric

Western Electric manufacturing and supply unit of the Bell System

Western Electric, 1959

"What's going on?"
"They fixing something?"
"What's that thing for?"

That thing is for more and better Bell telephone service. It's a piece of central office dial switching equipment made by Western Electric.

Making telephone equipment for the Bell System is Western Electric's job – has been for 68 years. We don't make toasters or washing machines or electric ranges. We make telephone equipment —*good* equipment that helps give you good service at low cost.

Because Western Electric is a unit of the Bell System, our people who *make* telephone equipment work shoulder-to-shoulder with Bell Laboratories people who *design* it and Bell telephone people who *operate* it. Together we strive to make your service the best on earth—at the lowest possible cost.

Western Electric

A UNIT OF THE BELL SYSTEM SINCE 1882

Western Electric, 1950

Something the Reds haven't got...

It speeds production . . . it directs civilian defense . . . it guides the Armed Forces. It's the biggest and most dependable telephone network on earth. It's America's.

Valuable always, the telephone is a priceless asset now in getting things done fast. As the manufacturing unit of the Bell System, Western Electric makes the telephones, switchboards, cables and other things that are carrying 149 million calls a day.

In addition, our specialized Bell telephone experience is constantly being applied to making military communications and electronic equipment needed by the Armed Forces.

Western Electric

A UNIT OF THE BELL SYSTEM SINCE 1882

Western Electric, 1951

Television waves travel better on the world's tiniest ball bearings . . .

Electric currents zigzag up to 216 million times a second through the radio frequency coil of the typical FM radio or television circuit. The quality of reception of any set is largely determined by this coil.

The heart of the best radio frequency coil is a small cylinder . . . of insulated, compressed carbonyl iron powder.

Carbonyl iron powder is 98.0% chemically pure iron, in almost perfect spheres—feels finer than a woman's face powder. This form of iron retains its inductive and magnetic properties indefinitely, is stable to temperature extremes, does not deteriorate with use.

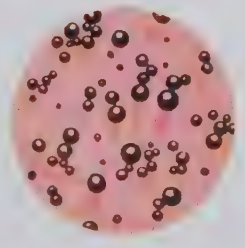
Carbonyl iron powder is formed and purified under carefully controlled heats and pressures . . . a difficult and complex process . . . and in this country is made by General Aniline . . . supply source to manufacturers of electronic equipment and television sets.

Today carbonyl iron powder is finding new uses for pharmaceuticals, iron tonics, and the enrichment of bread and other food products.

And carbonyl iron powder is only one of approximately four thousand products of General Aniline . . . whose laboratories make a major contribution to public welfare.

General Aniline plants at Rensselaer, N.Y. and Grasselli, N. J. lead the US production of high quality dyestuffs (sold through General Dyestuff Corporation, NYC) . . . the Ansco division at Binghamton, N.Y. is the oldest maker of photographic equipment, cameras, and films . . . the Ozalid division at Johnson City, N. Y. makes facsimile reproducing machines and sensitized papers...Antara Products in New York City develops new product applications.

In a big industry essential to our national economy, General Aniline is a good company to work for and with, buy from and sell to . . . worth knowing and watching!



Under a microscope magnifying 750 times, the carbonyl iron powder shows spherical shape.

Electronic wave trap (below) has carbonyl iron powder core.

GENERAL ANILINE & FILM CORPORATION

. . . From Research to Reality . . .

230 Park Avenue, New York 17, N. Y.

Now, your choice of colors ...in the Royal Portable!

Sport coats, telephones, houses, refrigerators and now Royal Quiet De Luxe® Portable Typewriters give you the chance to express your personality in color.

And think what fun it's going to be to get better marks in school when you type your work on one of these gorgeous new Royals . . . the Standard typewriter in Portable size. Educators tell us that marks go up when work is typed. The work looks neater . . . is easier to read and grade. Spelling improves. Sentences become sharper and clearer.

You pay only $9.95 down. 18 months to pay the balance. Liberal trade-ins at your Royal Portable dealer's. *Remember: More students want Royal Portables than the next three makes combined.**

Based on a nationwide survey among more than 4000 high school students of both sexes living in 30 cities located in 22 states.

Now in color—the new rugged ROYAL® portable

Royal Typewriter Company, *Division of Royal McBee Corporation*

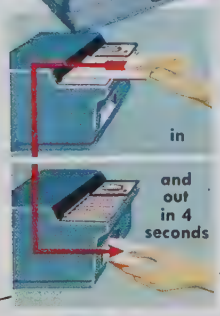
Gilbert Papers, 1955 ◀ *Royal Portable Typewriters, 1955*

Announcing: A new "Thermo-Fax" Copying Machine for

4-second copying speed
...at a new low cost!

PRODUCT OF 3M COMPANY RESEARCH

New simplicity! New handling ease!
...and still no chemicals or negatives.



Just plug the machine into any outlet. Place the written, printed, drawn or typed original you need copied on one of our 5 color-coded papers. Then let this amazing new machine slide the sheets gently from your hands. Now, the only All-Electric, dry process copy method takes over, and, while you say, "It eliminates chemicals and negatives," this newly styled THERMO-FAX "Secretary" Copying Machine hands you a finished copy made in just 4 seconds. Copies cost as little as 5¢ each. And now you get all of these exclusive time and money-saving features at a new low cost of just $299.00.* Why not try out this new modern office copying miracle on your own monthly statements, letters, orders or other business data. Your nearby dealer is listed under "Duplicating Machines and Supplies" in the yellow pages of your telephone directory. Call him for a demonstration or send coupon for details.

Thermo-Fax® BRAND **COPYING MACHINES**

**Dealer prices may vary slightly in some localities.*

The terms THERMO-FAX and SECRETARY are trademarks of Minnesota Mining & Mfg. Co., St. Paul 6, Minn. General Export: 99 Park Ave., New York 16, N. Y. In Canada: P. O. Box 757, London, Ontario.

Minnesota Mining & Manufacturing Company
Dept. CK-47, St. Paul 6, Minnesota

Send complete information on the cost-cutting new All-Electric THERMO-FAX "Secretary" Copying Machine.

Name_____

Company_____

Address_____

City_____ Zone____ State_____

Thermo-Fax Copying Machines, 1957

If your typewriters are used

more than 2¼ hours a day

you need **new Royal electrics**

This new kind of electric typewriter can increase production up to 14%.

It can free 1 typist out of 8 for other work. Even if you increase production only 6%, figures show that you are justifying the additional expense.

We have the stop watch. You have the old typewriters. Here's what we want to do:

1. Time your production and see if we can save you money. **2.** Show you the extraordinary new Royal Electric. **3.** Let you try the new Royal Electric right in your own office, so you can prove to yourself how it can save you money.

A telephone call will bring the Royal Representative, and he may save you money.

World's largest manufacturer of typewriters... ROYAL®

Royal Typewriter Company, *Division of Royal McBee Corporation*

electric · portable
standard
roytype business supplies

Royal Electric Typewriters, 1956

The show goes home on the dotted line

Televising a show takes talent, technical genius and paper forms—*plenty* of them.

Programs, for example, are arranged and talent screened with paper forms. Salaries are paid, advertisers billed and checks, invoices, statements typed on paper. Forms even buy factory parts, check inventory, see a set assembled, then deliver it.

Moore's DOTTED LINE helps keep all these operations grooved and swift-moving. It's the perforation on forms made by Moore—and an *idea*, a time-saving, cost-cutting system that puts snap into the work of a single employee or a company.

Here—in Moore's DOTTED LINE—you have an invisible force that runs through an organization saving profit *where profit is often lost*. Forms may vary from a simple stock Order Pad to a 14-part continuous Order-Invoice giving many departments full instructions from one quick writing.

Let a Moore representative show you how (1) system is improved and (2) cost controlled in businesses *like* yours. Or write any factory: Niagara Falls and Elmira, N. Y.; St. Paul, Minn.; Denton, Tex.; Los Angeles and Emeryville, Calif.; Salem, Ore.

MOORE

BUSINESS FORMS, INC

Offices in over 200 cities. Regional factories and distribution points in Canada also * * * THE RIGHT BUSINESS FORM FOR EVERY FORM OF BUSINESS

Moore Business Forms, Inc., 1950 ◀ *Gray PhonAudograph III, 1954*

A woman's scarf: *or how to boost typing production*

OFF-BEAT as this statement may appear, nevertheless the scarf weighs *more* than the amount of weight it takes to depress one key on the new Royal Electric.

In fact, the new Royal Electric is 13 times easier to operate than a non-electric typewriter—*which simply means a big boost in typing production.*

How big a boost? In your case, it involves these factors: Typists' salaries, days worked per year, hours typed per day, and production rates.

When you and your Royal Representative talk over these factors, he'll be able to calculate the expected savings when you install new Royal Electrics.

ROYAL® *electric* · *standard* · *portable*
Roytype® *business supplies*

Products of Royal McBee Corporation

Royal Electric Typewriters, 1956

▶ *Burroughs Corporation, 1953*

Working for the "first families" of American business

Burroughs Sensimatic

Accounting Machines

Among the leaders of American business, Burroughs Sensimatic accounting machines have convincingly demonstrated their speed and efficiency. In handling practically every type of accounting operation, they have proved so simple to run that even beginners quickly do expert work. This Sensimatic versatility and operating economy is increasingly vital today because of the constantly growing demand for accounting information. For all the facts, call the Burroughs branch office near you. Burroughs Corporation, Detroit 32.

Burroughs

Royalite Portable Typewriter, 1956

Royal Portable Typewriter, 1955

IBM Electric Typewriter, 1959

Royal Electric Typewriter, 1954

▶ IBM Electric Typewriter, 1953

SECRETARY
To busy executive. Interesting work. Pleasant surroundings, modern office, including IBM Electric Typewriter. Write Box M2345.
TYPIST-CLERK, JR.
"that's the job for me!"
Other things being equal, what girl wouldn't prefer a job that includes an IBM Electric Typewriter? It's so easy to use and turns out such beautiful letters and reports.
With an IBM, you'll do your typing almost effortlessly, and with no errors due to fatigue.
To the executive, an IBM means faster typing, and better-looking letters that are a pleasure to sign.
For illustrated brochure, write or telephone your nearest IBM office.
IBM
IBM
Electric Typewriters
INTERNATIONAL BUSINESS MACHINES 590 Madison Avenue, New York 22, N. Y.
In Canada: Don Mills Road, Toronto 6, Ont.

Now! each key 5 its own motor bar...

...saves up to 50% hand motion

"LIVE" KEYBOARD

National* adding machine

Now, you can add and list without depressing a motor bar! On this new National *every amount key is electrified!* Simply press the keys you want to add—the machine does it instantly! *You save up to 50% hand motion.*

National's "feather-touch" action makes it easier than ever to press two or more keys at once—more time-saving! All ciphers print automatically—still more time saved! Operators like it—they do their work with so much less time and effort.

Printed words cannot explain all the advantages of this "Live" Keyboard. You must see it to believe it. See it today!

For demonstration phone the nearest National office or National dealer

"Live" Keyboard plus 8 other time-saving features combined only on National: Automatic Clear Signal • Subtractions in red • Automatic Credit Balance • Automatic space-up of tape when total prints • Large Answer Dials • Easy-touch Key Action • Full-Visible Keyboard, Automatic Ciphers • Rugged-Duty Construction.

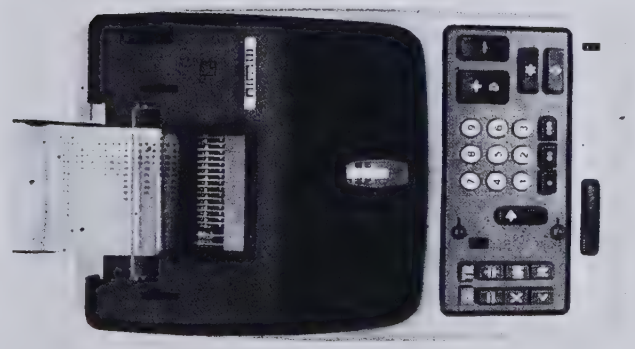
now you can forget the motor bar!

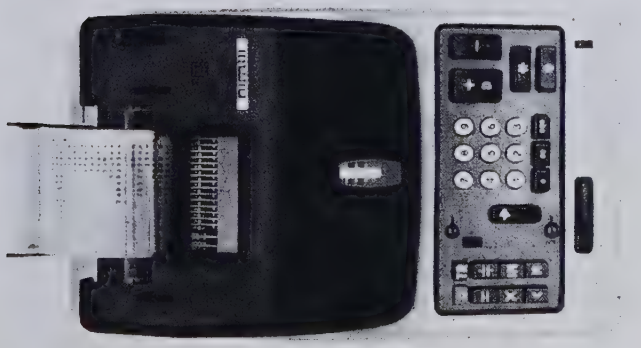
*TRADE-MARK REG. U. S. PAT. OFF.

National

ADDING MACHINES • CASH REGISTERS
ACCOUNTING MACHINES

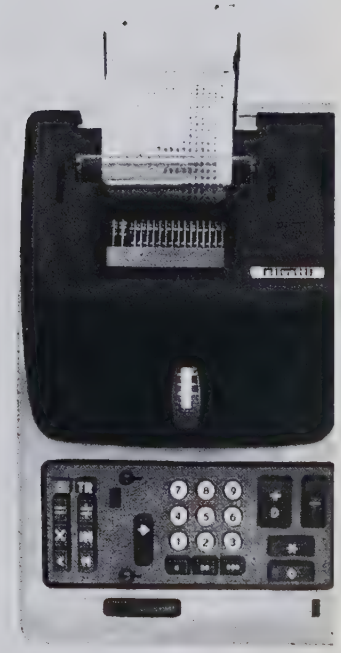
THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

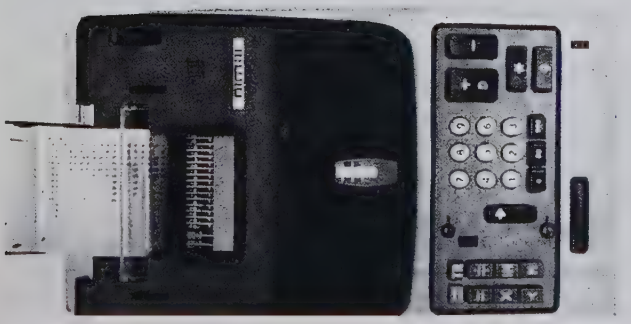




olivetti

The Olivetti Divisumma 24, with its simplified keyboard and unique automatic constant and "memory," combines the many parts of a business figurework problem into a single running calculation, thus saving time and eliminating re-entries. There's an Olivetti branch or dealer near you. Olivetti Corporation of America, 375 Park Ave., New York 22.





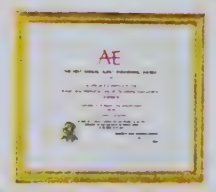
National Adding Machine ◄ Olivetti Corporation of America, 1959

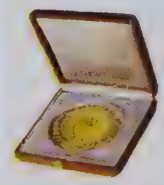
MOST HONORED! MOST WANTED!
...and MOST FOR YOUR MONEY, TOO!

TINY BUT TOUGH! A dozen luxurious features have won the new V.P. EDISON VOICEWRITER its unmatched popularity, including: unique Master Control, automatic disc positioning, twice-as-accurate indexing. It's EDISON-engineered to take the most rugged daily desk use!

SMALLEST, LIGHTEST! Book-shape, book-size, the handsome V.P. is the most carryable instrument on the market! You can tuck it under your arm! And only the "Veep" permits *transcribing* as well as dictating . . . a *complete* dictation service in one!

TWICE AS USEFUL! Cross-town or cross-country, the versatile V.P. slips right into your bag or briefcase . . . goes home with you . . . or on trips . . . to meetings or conferences! It's a double-duty marvel, years ahead of the field . . . yet priced *below* it!





V.P. Sweeps Engineering and Design Honors! The amazing EDISON V.P. has won the Audio Engineering Award, while its styling has won for famed designer Carl Otto the National Designers' Institute Medal. Make this prize-winning performer your *personal* dictating instrument!

Thomas A. Edison
INCORPORATED

FREE! 12-page full-color booklet "GET ACTION ON THE GO!" Just clip coupon to your letterhead and sign. Or phone local EDISON VOICEWRITER representative.

EDISON, 43 Lakeside Avenue, West Orange, N. J.
O.K., send me "GET ACTION ON THE GO!"—no obligation.

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

THE EDISON VOICEWRITER V.P.

Edison Voicewriter

▶ *Marchant Calculators, 1955*

YOU OWE IT TO YOUR BUSINESS

to LOOK AT the MARCHANT *Figurematic*

- EASY TO USE
- EASY TO OWN
- EASY ON YOUR TIME

Any way you figure — IT'S MARCHANT!

Your business, your office—whatever its size—can turn time into money with this new MARCHANT.

- The *Figurematic* is so simple to run that anyone in your office can use it swiftly and efficiently. Costly hours spent figuring by old-fashioned methods will change to extra hours of profitable, productive effort.

- Now, through our "pay-as-it-saves" plan you can *own* this moderate-priced MARCHANT *Figurematic* for less than the regular *rental* rate.

- Call the local MARCHANT MAN for a test run on your own work. You'll find that a *Figurematic* saves so much time that you can't afford to do without one.

MARCHANT

AMERICA'S FIRST *Calculators*

Mail this coupon

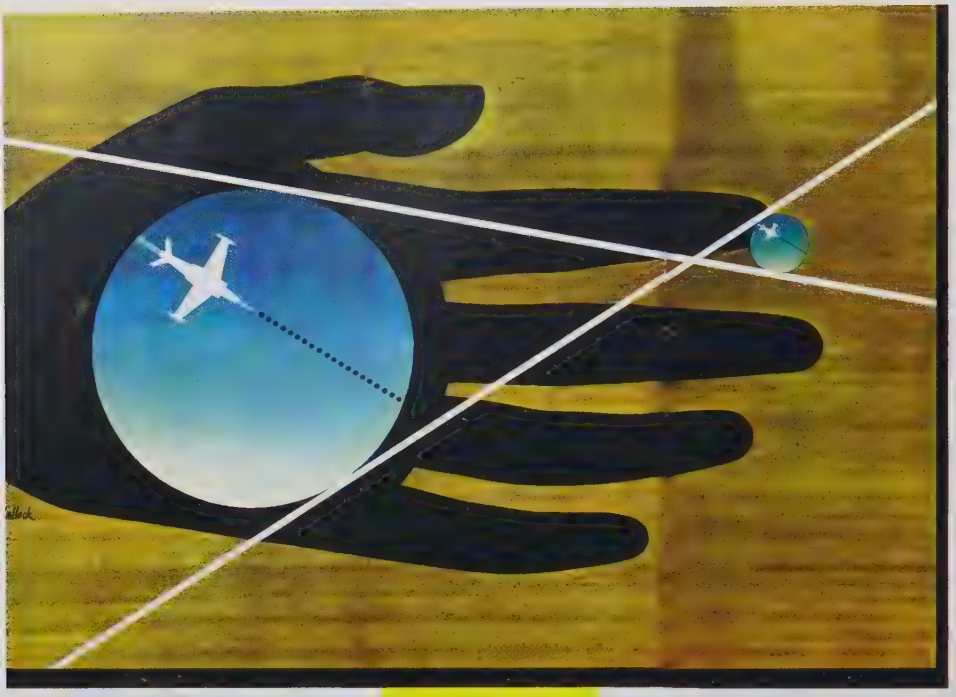
Find out how a MARCHANT calculator will help cut your figure-work costs and lighten your figuring burden. Mail this coupon with your business letterhead for free...

Index to Modern Figuring by Marchant Methods . . . . ☐

Descriptive Literature on Marchant Calculators . . . . . ☐

T-1

MARCHANT CALCULATORS, INC., OAKLAND 8, CALIFORNIA



From Crosley— new dimensions for the electronic age

As electronics works its magic for defense and industry, scientists of Avco's Crosley Division reckon with the problem of making already reliable electronic systems more flexible—to give them greater usefulness in navigation, communication, national defense. Now, out of intensive study of electronics and related areas—thermodynamics, optics, aerodynamics, human factors—has emerged the knowledge necessary to achieve this critical goal. Working closely with the military, outstanding Crosley scientists have changed the dimensions of many electronic systems: lightening them, compressing them, "miniaturizing" them. Now—improved radar, communications receivers, navigational aids and scores of other systems are coming off the Crosley lines and performing their miracles in smaller space, with less weight, requiring less power. Through "miniaturization" in electronics, as well as advances in air-frame assemblies, Crosley brings the findings of research to practical fulfillment—for defense, for peace.

If your plans are linked to advanced electronics, find out how Crosley's capabilities and knowledge can be brought to bear on your specific problems. Wire, phone or write for Miniaturization Booklet to Avco Defense and Industrial Products, Stratford, Conn.

FOR A COPY OF THE ABOVE ILLUSTRATION, SUITABLE FOR FRAMING, WRITE TO PLEASE DEPARTMENT, AVCO DEFENSE AND INDUSTRIAL PRODUCTS, STRATFORD, CONN.

ENGINEERS WANTED: for top-flight men, Crosley offers unusual opportunities to explore new scientific frontiers that lead to outstanding and rewarding careers. Write to Personnel Director, Crosley Government Products, Cincinnati 12, Ohio.

Crosley

avco defense and industrial products

AVCO MANUFACTURING CORPORATION

Avco Defense and Industrial Products combine the scientific skills, and production facilities of 8 Avco divisions. Crosley, Avco Advanced Development, Lycoming — to produce power plants, electronics, air-frame components, precision parts at: Boston, Cincinnati, Dayton, Everett, Mass., Los Angeles, Nashville, Tenn.; Stratford, Conn.; Washington, D. C.; Williamsport, Pa.

Crosley, 1955

New frontiers for electronics

Bringing the "magic" of electronics to the control of industry's equipment and processes demands rare combinations of talent and experience. Two types of engineers are required. One group must know electronics and contribute its unique benefits to industry and science. The other must know industrial control, the service it must perform and the conditions it must meet. Only through the teamwork of such engineers is progress possible . . . and this has been the way to new frontiers for electronics at Cutler-Hammer. No electronics engineers anywhere are held in higher regard than those of Cutler-Hammer's A.I.L. Division. And no control engineers have won greater respect for their industrial experience and achievements than those of Cutler-Hammer, pioneers in control.

The amazing new radar at New York's Idlewild Airport once again demonstrates the electronics leadership of Cutler-Hammer A.I.L. Division engineers. Day and night, in fair weather or foul, this radar shows control tower operators runways and taxiways with profiles of aircraft and vehicles for new safety and fewer delays. So needed with the steady gains in traffic and the advent of jets, ten more are now being built for major airports from coast to coast.

CUTLER-HAMMER

Cutler-Hammer Inc., Milwaukee, Wis. • Division: Airborne Instruments Laboratory. • Subsidiary: Cutler-Hammer International, C. A.
Associates: Canadian Cutler-Hammer, Ltd. · Cutler-Hammer Mexicana, S. A. · Intercontinental Electronics Corporation

Cutler-Hammer, 1959

The finest tires are made with NYLON cord

Whether you're driving on high-speed highways or city streets, the extra strength of nylon tire cord gives you extra protection.

Nylon cord tires resist bruise damage, run cooler than ordinary tires. And nylon's toughness absorbs the added strains put on today's tires by power getaway, power steering, power braking.

Nylon tire cord was first developed to take the terrific landing impact of heavy bombers. Today nylon cord tires are standard equipment on commercial airliners. And billions of miles of use in heavy-duty trucking have proved the superiority of nylon cord tires.

You'll find that nylon cord tires give priceless extra protection to you and your family —yet cost very little more.

Du Pont produces the nylon fiber. Leading tire manufacturers make nylon cord tires —in tubeless or conventional types.

DU PONT
REG. U.S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

November is **National Tire Safety Month.** *For utmost protection, equip your car with nylon cord tires. See your tire dealer today!*

Du Pont, 1955 ▶ *Avisco Cellophane, 1955* ▶▶ *Wellington Sears, 1956*

GROW WITH
AVISCO*
CELLOPHANE

It's our business to help other busines
grow.

And, because we feel that way about
our salesmen do a lot more than s
cellophane.

The AVISCO cellophane man gets
know your business. He works with y
to be sure that you use our cellophane
the very best advantage.

The AVISCO cellophane man likes *sm*
businesses, especially. He can put ma
services to work for you—package d
velopment aid, marketing researc
technical help and advice.

And whether your order is big or sma
you can be sure of delivery as promise
with special attention if you need it.

What's the result of this personal servic
About 3 out of every 9 products wrapp
in cellophane are packaged in AVISC
cellophane. And our sales are still gro
ing! Film Division, American Visco
Corporation, 1617 Pennsylvania Bou
vard, Philadelphia 3, Pennsylvania.

*Trade mark of American Viscose Corporation

AVISCO
CELLOPHANE

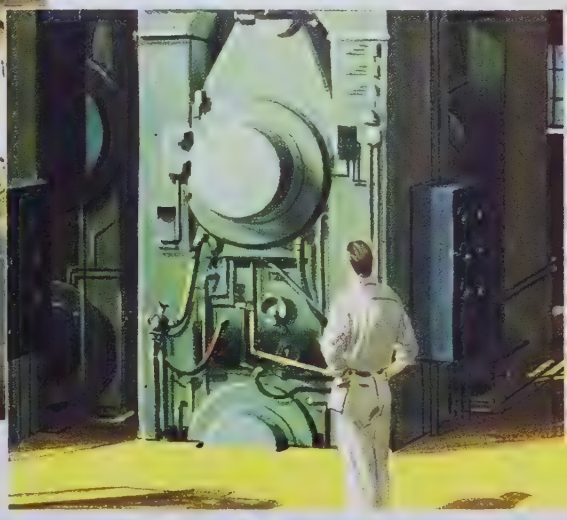
oused in the huge bubbles of the off-
nore Texas Tower is radar equipment
warn against enemy attack. These
ressurized "radomes" are made of
bberized nylon, now being used in a
riety of radically new applications.

Wellington Sears fabrics find

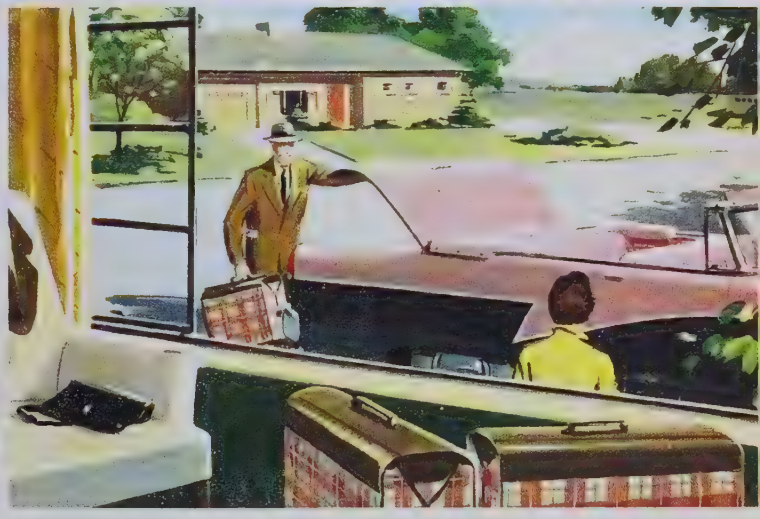
"FABRICS PLUS" ... ***how textiles work with other materials.***
Fabrics are best known in clothing and household products. Yet they are also the hidden or underlying support of many other products, when used in combination with rubber, plastics, abrasives or other substances. These "fabrics plus" are found in furniture upholstery, Navy blimps, timing gears, ladies' handbags, automobile trim, conveyor belts, shoes, grinding wheels—to name only a few. For informative booklet, "Fabrics Plus," write Dept. B-11.

Collapsible liquid field-storage tanks, capable of being dropped by air, make use of strong rubberized nylon fabric. Similar materials go into fuel cells for military vehicles.

A roller bearing in a steel rolling mill must withstand tremendous stress and pressure. Here it is made of a plastic laminate reinforced with heavy cotton duck, one of many laminating fabrics provided by Wellington Sears.



Protective coverings of all kinds are being made with "Welkote" nylon as the base fabric for vinyl or neoprene coating. Lightness, high strength, long life are a few of the many important advantages.



Beneath the colorful surface, Wellington Sears woven fabrics strengthen and lengthen the life of handbags, luggage, upholstery, countless other products. "Lantuck" non-woven fabrics and "Knitkote" knitted fabrics, coated with plastic, are also used here.

new uses in sound "Mergers"

Big things happen when fabric teams with other materials. Wholly new products are created, some to do old jobs better, others to help bring to life radically new ideas. A coastline, for instance, is better guarded against attack . . . fuel is moved and stored more quickly, more safely . . . building construction is accelerated . . . end processes are simplified.

Examples shown here are of "base" fabrics in various combinations with rubber and plastics. Some are fabrics coated with these other materials; some are fabrics in "sandwich-type" laminates. But they all represent just a handful of the areas served by these "fabrics plus" . . . and just a small part of the long list of fabrics supplied to all industry by Wellington Sears for over a century.

With this record of experience, Wellington Sears is the logical place to turn for help in solving your fabric problem. Call on us, for direct assistance, or for contact with the leading suppliers and fabricators who distribute and use our fabrics.

Wellington Sears

FIRST In Fabrics For Industry

WEST POINT TEXTILES

WELLINGTON SEARS COMPANY, 65 WORTH STREET, NEW YORK 13, N. Y.

What does age 9 care about cement? Just nothin'!

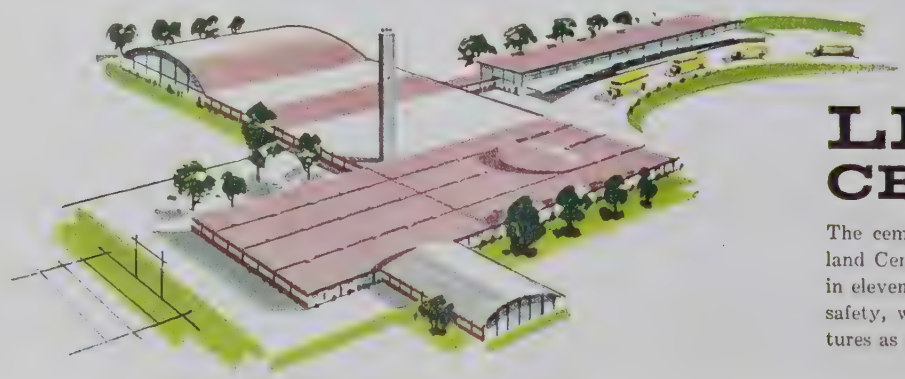
• But his parents do. As taxpayers, concerned with the cost of highways, school construction, building maintenance. As mothers and fathers, concerned with their children's safety and health. As citizens, concerned with providing school facilities which attract good teachers.

It's amazing how *taken-for-granted* concrete influences the fortunate lives of all of us in America. In our homes. Our work. Our transportation. Everything that comprises our abundant living. Without concrete we would still have cobbled streets, rutted roads, covered bridges . . . and the little red school house.

Lehigh Portland Cement Company is a major producer of cement—the basic ingredient of concrete—which helps make modern living possible and daily improves it.

Our job, of course, involves the many figures on costs and earnings, orders and shipments. But it also provides abundant opportunities to help make dreams come true.

Lehigh Portland Cement Company, Allentown, Pa.

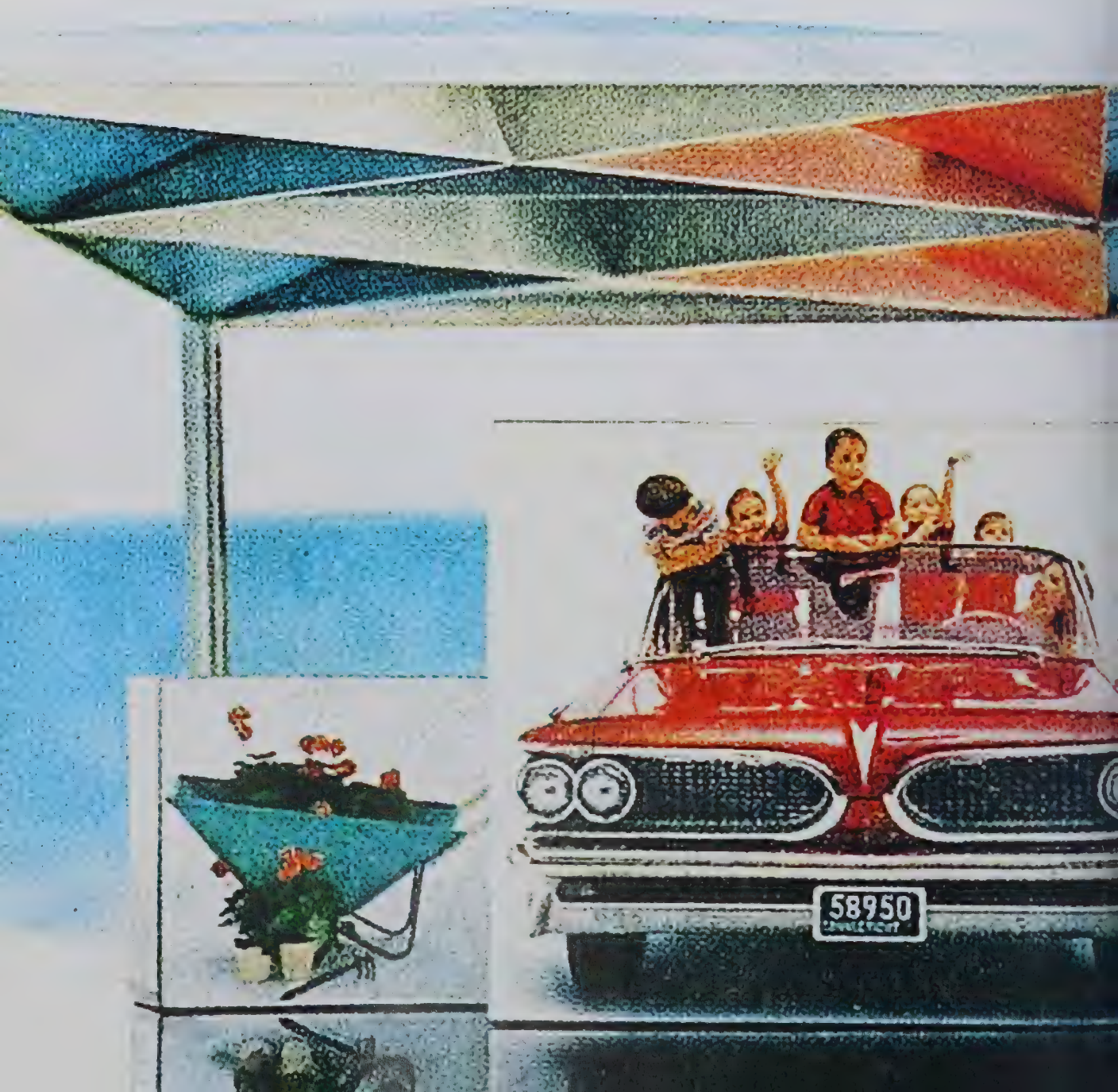


LEHIGH CEMENTS

The cements produced in Lehigh Portland Cement Company's plants, located in eleven states, contribute to American safety, welfare and happiness, in structures as diverse as curbs and cathedrals.

Lehigh Cements, 1959

▶ *Otis Elevator, 1952* ▶▶ *Alcoa Aluminum*


58950

And the winner is...

Instantaneous Access To 24,000 Alphabetic or Numerical Characters

Forget about personal computers. This Univac unit took a room, not a lap, to occupy. This cumbersome dinosaur reveals how quickly technology has progressed.

Sofortzugriff auf 24.000 alphabetische oder numerische Zeichen

An PCs oder gar Laptops war noch gar nicht zu denken. Diese Univac-Anlage konnte man nicht auf den Knien balancieren, sie beanspruchte nämlich einen ganzen Raum. An solch sperrigem Dinosaurier wird deutlich, wie schnell die technologische Entwicklung vorangeschritten ist.

Accès instantané à 24.000 caractères alphabétiques ou numériques

Pas question d'ordinateurs individuels et encore moins de portables. Pour un Univac, c'est une pièce entière qu'il faut. Cet encombrant dinosaure montre à quelle rapidité la technologie a progressé.

...now Univac's speed is doubled!

The famous Univac® of Remington Rand has widened still further its lead over other electronic business computing systems. Univac is still the *only* completely self-checked system . . . the only one which can read, write, and compute simultaneously without extra equipment. And now, the Univac II adds to these superior features the speed of a magnetic-core memory.

The Remington Rand magnetic-core memory is more than a laboratory promise. It has been in actual customer use for over a year, passing all tests with flying colors in the first commercially available electronic computer to use core storage successfully.

The capacity of the internal memory of Univac has also been doubled, giving instantaneous access to 24,000 alphabetic or numeric characters. If needed, this can be even further increased to 120,000 characters.

Univac's external memory — magnetic tape — now has greater capacity, too, increasing input and output to 20,000 characters per second . . . the equivalent of reading or writing every character on this page more than 1,000 times a minute.

These new Remington Rand developments can be incorporated into any existing Univac installation to double its speed of operation and to increase its economy still further.

ELECTRONIC COMPUTER DEPARTMENT **Remington Rand** ROOM 2205, 315 FOURTH AVENUE, NEW YORK 10, NEW YORK
DIVISION OF SPERRY RAND CORPORATION

Remington Rand & Univac, 1955

KN
← PASCOE

All-American Ads 101 Interiors * * * All-American Ads 10

ALUMINUM CHAIRS DESIGNED FOR THE ALCOA COLLECTION BY PAUL McCOBB. PHOTOGRAPHED BY BECKER-HOROWITZ.

Forecast:

There's a world of aluminum in the wonderful world of tomorrow . . . where you and your young will take your ease in gay-hued chairs made of light, strong, carefree aluminum . . . cast, pressed or expanded in forms as pleasant to the eye as they are restful to the body . . . and upholstered in aluminum fashion fabrics that pluck their colors from the rainbow.

ALCOA ALUMINUM ALUMINUM COMPANY OF AMERICA, PITTSBURGH

A place for work, quiet reflection, and informal meetings: such an environment helps you to make the right decisions. Herman Miller's

Executive Group shown here in the Seagram Building is displayed by 113 selected dealers who can show you how this versatile group

will answer your working needs. Write Dept. F259 for name of nearest dealer. Herman Miller Furniture Company, Zeeland, Michigan.

Carroll Sagar & Associates, 1950 ◀◀ *Alcoa Aluminum, 1951* ◀ *Herman Miller, 1959*

Frank Bros, 1952

► *Herman Miller, 1952*

harper

a valuable tool . . .

the second edition of "The Herman Miller collection" to be published in April, 1952, will prove extremely helpful to interior designers and architects in working on public, commercial and residential projects. Entirely revised and much enlarged—116 pages with over 200 photographs, diagrams and specifications. Depicts complete current selection of designs by George Nelson, Charles Eames, Isamu Noguchi and Hvidt and Nielsen, truly "America's foremost collection of modern furniture." Price $5. Send your check or money order to Dept. I-3,

herman miller Zeeland, Mich.

Corona del Mar residence · Architect: Smith & Gray, AIA

PLUS STRUCTURAL SOUNDNESS!

"We're witnessing another great trend here in Southern California . . . a trend to extensive residential use of Concrete Block. In the past few years, block manufacturers have produced new shapes and designs that have practically transformed Concrete Block into a new building material. Tremendous pattern versatility and structural soundness are obtained with ease and economy when Concrete Block is used . . . and these features help to explain its fast-growing popularity" . . . J. Merrill Gray of Smith & Gray, A.I.A.

A non-profit Association of Southern California's leading Concrete Block manufacturers, QUALITY BLOCK PRODUCERS will be happy to supply information or literature on New Concrete Block. If you haven't received your free copy of the new "Protective Coatings For Exterior Surfaces of Concrete Masonry Walls in Southern California," write today.

New Concrete Block also adds elegance to bathroom of same home.

QUALITY BLOCK PRODUCERS

(a non-profit association)

ANGELUS BLOCK CO., INC., Burbank · ARTCRAFT CONCRETE BLOCK CO., Montebello · ROY S. BEAL, INC., El Monte / CALIFORNIA LIGHTWEIGHT BLOCK CORP., Fontana / CHAMCO BLOCKS & MATERIALS, INC., Duarte · CURTISS-MERRILL CONCRETE PRODUCTS CO., Santa Fe Springs ELLIOTT PRECISION BLOCK CO., San Bernardino / HUGHES CONCRETE PRODUCTS, Yucaipa NORTH HOLLYWOOD CONCRETE TILE CO., N. Hollywood / O'KELLEY-ECCLES CO., Baldwin Park ORCO BLOCK CO., Stanton · POMONA BLOCK INC., Pomona · PRE-CAST CONCRETE PRODUCTS CO., Long Beach · ROCKLITE PRODUCTS, City of Industry, La Puente / WARD CONCRETE PRODUCTS, Buena Park · FREDERICK'S CEMENT BLOCKS, INC., Culver City / VALLEY CERTIFIED CONCRETE PRODUCTS, San Bernardino

To: QUALITY BLOCK PRODUCERS, 856 S. Hoover St., Los Angeles 5, California

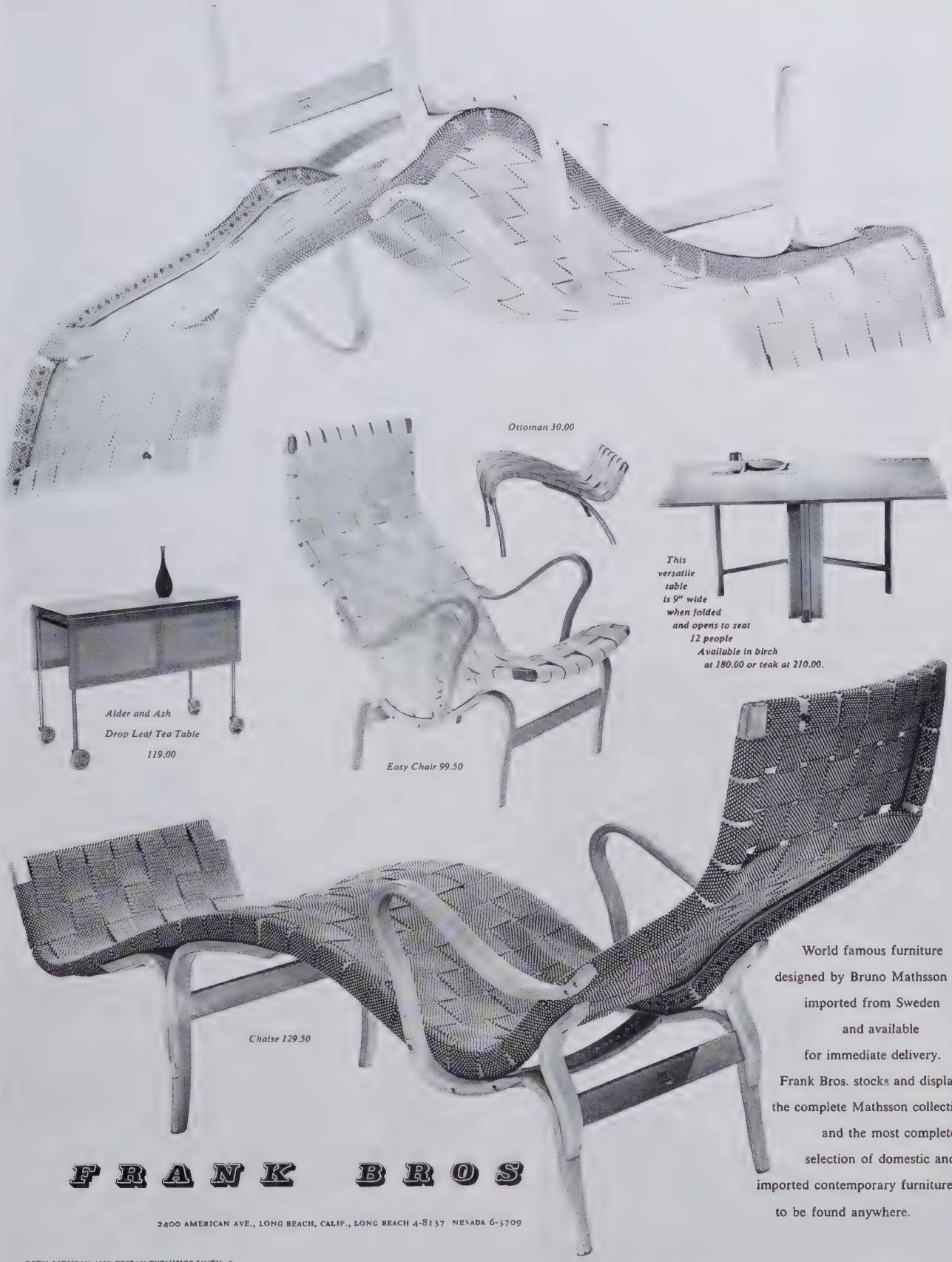
Please send your free Technical Bulletin on Protective Coatings (Circle the manufacturer of your choice . . . see above.)

Name

Address

City State

Quality Block Producers, 1959



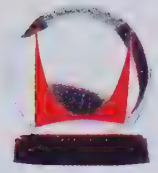
Frank Bros, 1953

General Lighting Company, 1950

Heron Teak, 1953

Herman Miller, 1950

Herman Miller, 1950



Is there an in your future? The best way to find out is to visit a Herman Miller showroom or connect with our catalogue. You will be surprised by the number of furniture needs (and whims) in both home and office we can cope with.

The stacking chair is the newest version of Charles Eames' comfortable, colorful fiberglas shells. Architects and decorators have been specifying them in carload lots for their best commercial and institutional jobs. If you ever have an extra four at bridge they are not bad at home either. (They hook together to make rows too).

Herman Miller was the first to introduce a complete modular line of storage units. With the special cabinets shown above you can now make any hi-fi go even higher. Incidentally, the reason people buy so many slat benches is that they use them for practically everything. In this arrangement the controls are up where you can get at them.

George Nelson's home desk, launched almost a decade ago in considerable trepidation, continues to surprise everyone (except us) by remaining a best seller. People like it because it has space for what they need: portable typewriter, storage, and a ventilated file for high temperature correspondence. Upholstered desk chair by Charles Eames.

Unless you are in Gwen Verdon's class we don't recommend this use of the slat bench for more than five minutes at a stretch. We don't know if the bench is a favorite of Miss Verdon's, or if it was just lying around the photographer's studio, but we were glad to see it used on her latest RCA Victor album.

George Nelson's steelframe seating is not a piece of furniture but a surprisingly flexible system. Seats and table units ride a pair of steel rails and can be arranged and rearranged in any way you like. How do you like?

For those very special storage requirements Herman Miller's miniature cases may interest you. Lots of little drawers in teak with porcelain pulls stack vertically and horizontally with or without bases. For decorative storage of small things (in living room, dining room, bedroom, study) you might try several in assorted arrangements.

A ring and the book ($5.00 for the complete catalog) are all you need to start furnishing with Herman Miller. If you lack a decorator, architect or dealer, call our nearest showroom for the names of dealers in your area.

HERMAN MILLER FURNITURE CO., ZEELAND, MICH.

Showrooms: New York, Boston, Chicago, Dallas, Grand Rapids, Kansas City, Los Angeles, Pittsburgh (Hende-Jon), Minneapolis (Midwest Furniture Showrooms), Philadelphia (Robert Le Fort Co.), San Francisco (K.I.P. Showroom), Canada (Robin Bush Assoc., Vancouver and Toronto)

Herman Miller, 1956

professional discounts, of course

have you noticed

how many of your neighbors

are using

herman *iller furniture*

these days?

show rooms

new york

chicago

grand rapids

los angeles

Kawneer Company, 1950

UNEQUALED IN PRECISION ENGINEERING AND WORKMANSHIP

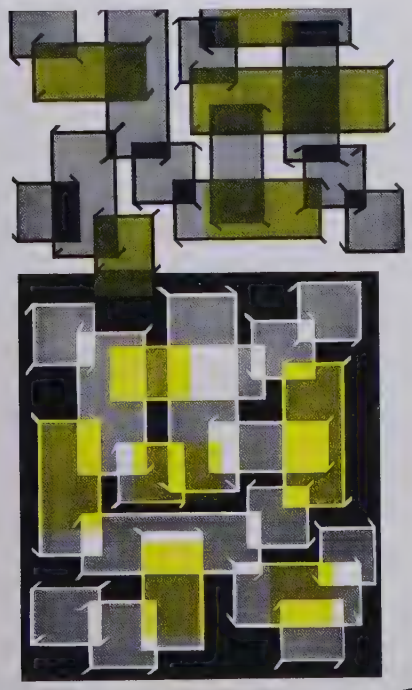
Striking simplicity in styling and sound construction make this Kawneer Assembly one of today's truly outstanding architectural metals.

The graceful curve of the sash, the dramatic shadow-line, and the clean plane of the sill create a visual unit which meets the highest standards of contemporary design.

Like all other Kawneer Glazing Assemblies, this Sash incorporates the famous Kawneer resilient-grip principle which insures maximum safety and reliability. The resilient steel spring-clip minimizes breakage due to sudden blows, strong winds, and normal structural settling.

For further information and details, write The Kawneer Company, Department AA-60, 1105 North Front Street, Niles, Mich., or Department AA-60, 930 Dwight Way, Berkeley, California.

THE **Kawneer** COMPANY
ARCHITECTURAL METAL PRODUCTS
Store Front Materials
Aluminum Roll-Type Awnings · Modern Entrances
Aluminum Facing Materials · Flush Doors



LEHIGH

LEHIGH'S FLEXIBLE GROUP CREATES ENDLESS POSSIBILITIES FOR INVENTIVE SPACE ARRANGEMENTS.

one-two-three-four unit frames in black steel, chrome or brass.
table tops of travertine, marble, colored or woodgrain Melamine plastic tops.
cushions may be foam or free.
write, on your letterhead, for catalogue.
LEHIGH FURNITURE CORPORATION
38 east 53rd street, new york 22, n.y., plaza 5-2045
factory: 407-13 east 91st street, n.y. 28

Herman Miller, 1950 ◀ *Lehigh, 1955*

Knoll Textiles, 1955

▶ *The Kawneer Company, 1950*

NEW ALL-ALUMINUM
KAWNEER FLUSH DOORS!
UNEQUALED
IN HANDSOME, MODERN APPEARANCE
IN RUGGED, INTEGRATED CONSTRUCTION

For Stores, Shops, Institutions, Schools, Hospitals, Hotels, Theatres, Restaurants, Apartment Buildings, Offices, Factories, etc.

Striking in their simplicity of styling and their lustrous alumilited finish, Kawneer All-Aluminum Flush Doors will add a unique and modern keynote to any interior or exterior. They combine good taste in design with the strong, eye-appeal of gracefully-fluted aluminum.

Their remarkable rigidity and durability are based on a new exclusive Kawneer method of construction (Patent Pending) which locks the two door faces to the interior framework, thus forming a rugged integral unit which assures long-term service and minimum maintenance.

Precision-made and correctly balanced, Kawneer Flush Doors will operate smoothly year after year. Their ease of operation is further increased by their unusual light weight—for example, the 3 foot by 7 foot size weighs only about 50 pounds without hardware.

In addition to the Standard Style shown at right above, Flush Doors can be ordered with one or more lights of glass or louvers. Single-acting or double-acting doors are available as single units or in pairs. Hardware is installed at the factory to assure accurate fitting.

For detailed information, write The Kawneer Company, Dept. AA 49, 1105 North Front St., Niles, Mich., or Dept. AA 49, 930 Dwight Way, Berkeley, Cal.

THE

Kawneer

COMPANY

ARCHITECTURAL METAL PRODUCTS

Store Front Metals

Aluminum Roll-Type Awnings • Modern Entrances

Aluminum Facing Materials • Flush Doors

Good Reason for a Celebration!

You can hardly blame our rising young executive for declaring a night-on-the-town to celebrate his latest promotion. Just look at his handsome new office! And who could resist treating his wife to an after-hours preview . . . especially when it includes a look at his new Executive Model *"Correlation"* Desk by Steel Age. This distinguished desk was designed to offer the utmost in efficiency and comfort to the man who makes achievement a habit.

There are *Correlation* models to meet virtually every desk need in your office. Each combines dynamic styling with complete adaptability to your changing space requirements. We urge you to call a Steel Age dealer for a demonstration of this exciting new concept in modern office furniture.
Corry-Jamestown Mfg. Corp., Corry, Pa.

Have your secretary send for your copy of this interesting "Correlation" Brochure. Features full-color photographs of model offices. Write to Dept. C-3.

Steel Age

"The Quality Choice of Modern Offices"

Branch Offices: Atlanta • Boston • Chicago • Dallas • Detroit • New York • Oakland • Philadelphia • Seattle

Steel Age Office Furniture, 1957

▶ *Yawman and Erbe Office Furniture, 1953*

Standard Office Furniture, 1957

Bakelite Plastics, 1954

Good looks...good taste...good business

Furnishing the modern office calls for the distinctive styling of ASE furniture with its sleek silhouette, clean sculptured lines and soft, rich colors. But even more important is the fact that ASE furniture is built to keep its good looks for years . . . with bonderite treated finish that will not chip or peel . . . honeycomb top construction for extra strength, permanent smoothness and quietness . . . smoothly rounded corners . . . and dozens of other equally important advantages. Only ASE can give you all these plus values. Yet it costs no more. See your ASE dealer or write for catalog.

ASE ALL-STEEL EQUIPMENT Inc.
Aurora, Illinois

All-Steel Equipment Inc., 1959

Give your executives the status they deserve
...an Italic-Styled office by GF Studios

Consider for a moment a man of exceptional ability —a man who has worked his way to the top. Naturally he deserves an environment that reflects his own achievement. But how does he find an office that is personally his—that is right in every detail—that shows imagination and flair, subtly, and with flawless taste?

We sincerely believe you'll find all that in Italic Styling from GF Studios. It's a new concept in executive environment that provides everything you need: skillful planning, a superb new design in executive furniture, decorating with exclusive custom-made accessories. GF Studios does the whole job and tailors it to the precise character of your business—and to the personality and taste of the executive involved.

To learn more about Italic Styling, call your GF dealer or branch, or write for your full-color Italic Styling brochure. GF Studios, Inc., Dept. T-22, Youngstown 1, Ohio. Division of The General Fireproofing Company.

Italic Styling by GF STUDIOS, INC.
A DIVISION OF THE GENERAL FIREPROOFING CO.

GF Studios, Inc., 1959

▶ *Carrier Air Conditioning, 1954*

THE NEW SILHOUETTE Carrier ROOM AIR CONDITIONER

BUILT BY THE PEOPLE WHO KNOW AIR CONDITIONING BEST. CARRIER CORPORATION, SYRACUSE, NEW YORK

Valentine Seaver Originals

PRODUCT OF KROEHLER

DESIGNS OF DISTINCTION

CLASSICALLY CONTEMPORARY YET SO VERY COMPATIBLE

Exemplifying the French Riviera influence in modern styling, the new de Ville Group is notable for the grace of its sweeping slender lines . . . rare compatibility with either traditional or contemporary living rooms.

Notable, too, is the luxurious comfort of foam rubber cushioning . . . the excitement of fresh new linen-like fabric in turquoise, gold, coral and many other interesting decorator colors

Kroehler, 1957

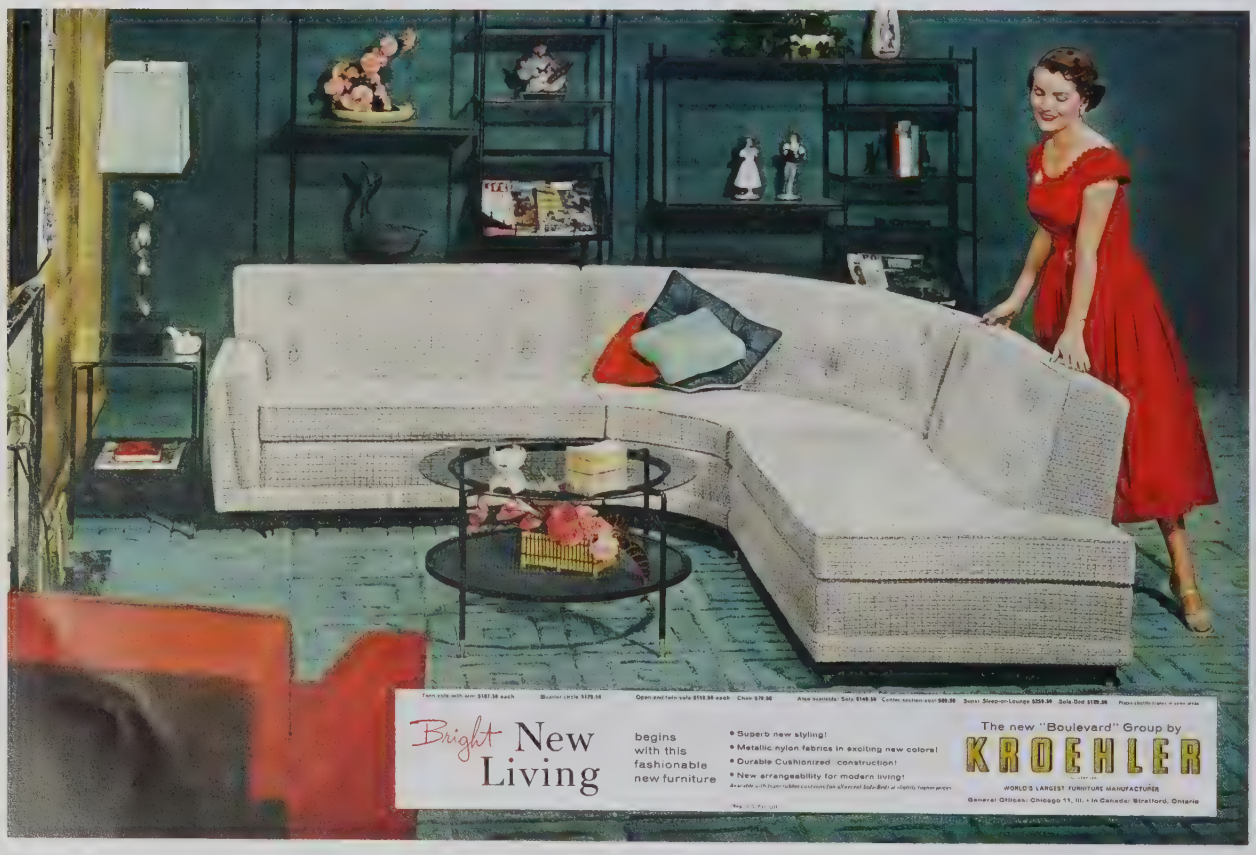
a sectional grouping from The Sonata Collection

KROEHLER

Exquisite furniture
Delightfully designed
Thoughtfully priced

VALENTINE SEAVER Originals

Kroehler, 1951



Kroehler, 1955

▶ Pittsburgh Plate Glass Company, 1951

NEVER A DULL MOMENT! That's the cheerful prospect for any room that has a big expanse of clear Plate Glass to let in floods of daylight and frame your nicest view. Whether you choose Pittsburgh Picture Windows or Window Walls . . . regular Plate Glass or Twindow, the insulated window . . . you'll make your home a brighter home, a pleasanter place to live.

LUCKY IS THE LADY who sees herself as others see her. And you can . . . head to toe . . . with the help of several full-length Pittsburgh Door Mirrors in your home. They're useful to every member of the family . . . and they cheer up your rooms a lot, too. Easy to install . . . you can do it yourself in just a few minutes.

More light, more life, more loveliness

WITH PITTSBURGH GLASS

GLASS IS GETTING LOVELIER all the time! Why not give your bathroom or kitchen the benefit of it, with walls or wainscot of colorful Carrara Glass? Carrara walls stay young and beautiful indefinitely, never fade or stain or craze. 10 colors to choose from, including the Forest Green shown here. Ideal for remodeling as well as new homes.

MADE FROM PITTSBURGH PLATE GLASS

THIS LABEL identifies products made of genuine Pittsburgh Plate Glass.

NEW FREE BOOKLET! 24 pages of practical suggestions for effective use of glass in your home. Illustrated in color. Ideas for new homes and old. Send the coupon for your free copy.

PLEASE PRINT

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2043-1 Grant Building, Pittsburgh 19, Pa.

Please send me, without obligation, your free, illustrated booklet, "How to give your home Glamour with Glass."

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PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

Dunbar Furniture Corporation, 1951

Drexel Furniture Company, 1956

Owens-Corning Fiberglas, 1959

Beattie Carpet, 1951

Carpet, 1956

Martex Kitchen Linens, 1957

▶ *Owens-Corning Fiberglas, 1956*

Herbert Matter

For natural beauty in your home

there's nothing in the world like WOOD

Beauty so stirring it invites your caress. Touch it! Enjoy the natural beauty of a living material . . . yours in unending variations of tones and textures. Only wood conveys such elegance. Only wood offers such *livability* . . . warmth and intimacy no other building material can hope to duplicate.

Inherently versatile, wood *belongs* indoors and out . . . responds to good design in any application. So rich, so *right*, you never tire of it. For has it not been said that a thing of beauty is a joy forever?

NATIONAL LUMBER MANUFACTURERS ASSOCIATION

nlma

NATIONAL wood PROMOTION PROGRAM

Live, Work, Build Better with Wood

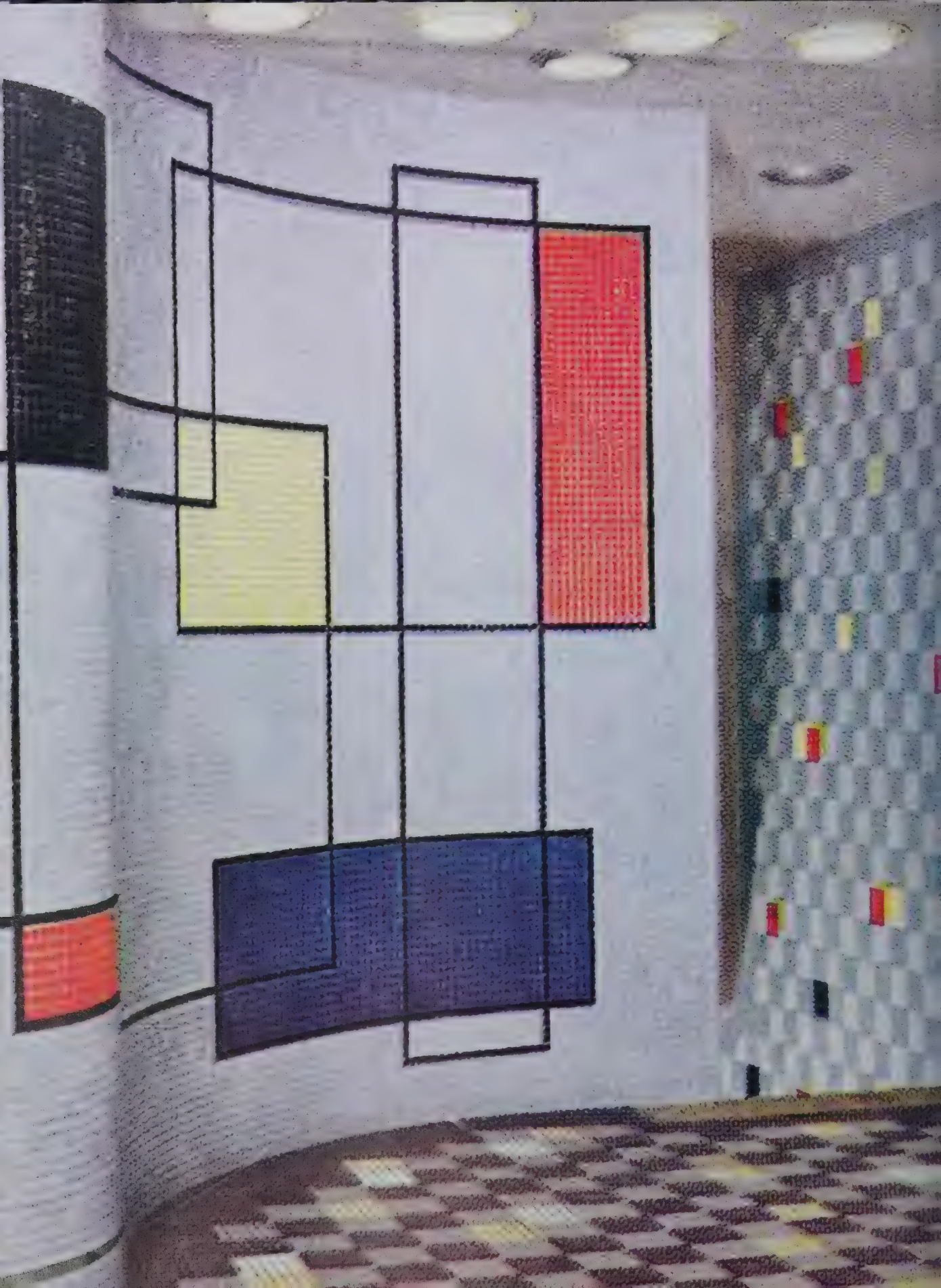
Consult your architect, building contractor or lumber dealer for more information on wood. And for your free copy of the colorful new 20 page booklet, "Livability Unlimited," write to WOOD, P. O. Box 1816, Washington 13, D. C.

National Lumber Manufacturers Association, 1959

▶ *Leather Industries of America, 1950*

The Leather Look
afoot for Spring

The "Leather Look" is the look of beauty for spring! All across the country the "Leather Look" leads in fashion . . . and for good reason. Its lustrous tones and exciting textures infuse leather with the sparkle and spirit of spring. Remember, nature never makes two pieces of leather exactly alike. That's why leather can give you that touch of individuality. In shoes, clothes, handbags, gloves, belts, luggage — and a host of other fashions, leather means quality, value and a lasting look of beauty. You'll look smarter in leather! Join "The Leather Look" afoot for spring! *LEATHER INDUSTRIES OF AMERICA*

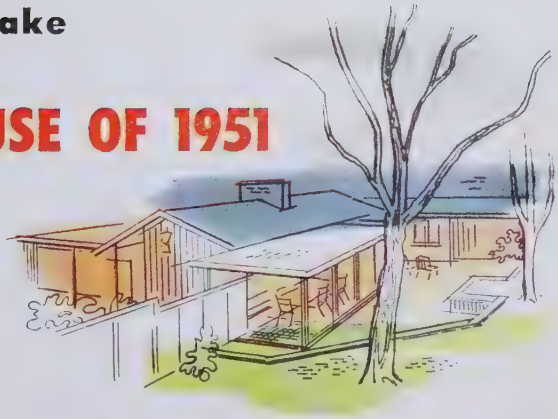


how MOSAIC tile helped make

THE PACESETTER HOUSE OF 1951

a spectacular success

The editors of "House Beautiful" have pioneered some unusually practical uses for Mosaic Tile in modern residences, where easier, more carefree living is the growing pattern.



The "House Beautiful" Pacesetter House of 1951, at Dobbs Ferry, New York.

Suntile, 1955 ◀ *Mosaic Tile, 1951*

How rayon makes your home say "Come on in!"

Why is it that some homes have a wonderful "come-hither" look while others leave you cold?

It's a wide-open secret! Many a modern homemaker will point out that the lively, lovely, live-withable rayon draperies, and the new rayon decorative fabrics, make it easy for her to put warmth and charm into a house.

That's because rayon, being man-made, gives fabrics an endless variety of colors, textures, patterns and draping qualities such as grandma never dreamed of.

Today, rayon is wearing a special new feather in its cap—beautiful new rayon carpets. Homemakers everywhere are welcoming their brighter, crisper colors, their fresh new surface effects . . . and their astonishingly low prices. And where could you find a better place for rayon's utmost scorn for moths!

Look into these exquisite rayon fabrics, and the well-nigh magic rayon carpets, that years of Avisco rayon research have helped to make so useful.

American Viscose Corporation, 350 Fifth Avenue, New York 1, N. Y.

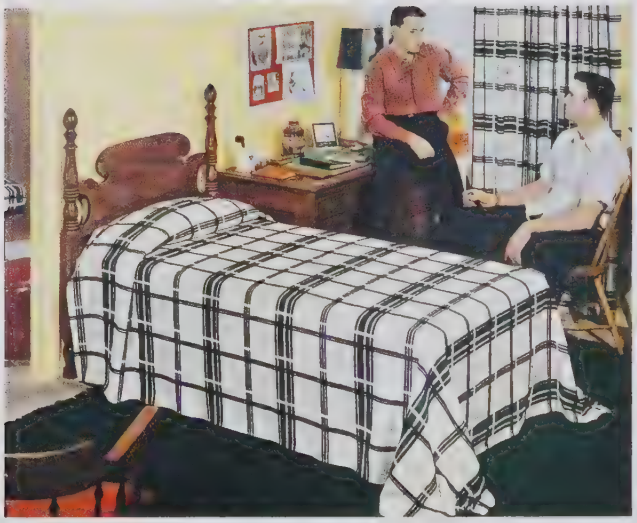
Avisco

AMERICAN VISCOSE CORPORATION

WORLD'S LARGEST PRODUCER OF MAN-MADE FIBERS

Naugahyde, 1951 ◀ *American Viscose Corporation, 1952* ▶ *Knoll, 1959*

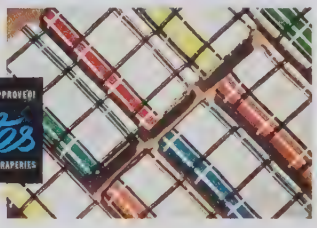
Armstrong's Linoleum, 1954 ◀ Du Pont, 1958



ALL-AMERICAN CHOICE!

BATES "TOMORROW" bedspread and matching draperies, approved by Princeton students Chris Hardie and All-American tackle Holland Donon. The most popular plaid on every campus...tan background squared off in the colors shown below.

Bates are the bedspreads and draperies you see in most dormitories and fraternity houses...the right kind for college. Their colors and patterns are casual and correct...their quality gives you more than your money's worth. They resist wrinkles, won't shed lint, don't fade...and washing only improves them. At good stores everywhere ...and it's a good idea to get yours early!



CAMPUS TESTED! • CAMPUS APPROVED!
Bates
BEDSPREADS AND MATCHING DRAPERIES

BATES FABRICS, INC., 80 WORTH STREET, NEW YORK 13

Bates Fabrics, 1951

Bates "Piping Rock" has brand-new colors in the ribbed cotton that's a favorite at every college. 0.95 • BEDSPREADS BY MORRIS SLIPCOVERS • TABLE BY ALLAN

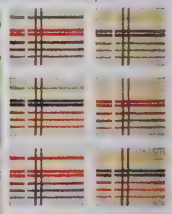
The right room-mates for college

Easy to see why nothing but Bates will do for college! They're the campus-correct bedspreads and draperies that give four walls a warm, inviting dorm look in nothing flat. Bates new college line has ten perfect patterns in color combinations! And smart students have found what an economical buy Bates is...in mussproof easy care and years of rugged wear. So pick room-mates you know are right: pick a college pattern by Bates.

Prices are for single or double bedspreads or matching draperies

Bates
BEDSPREADS • MATCHING DRAPERIES
CAMPUS-TESTED • CAMPUS-APPROVED

Bates "Royal Tartan" a campus classic in cheery color combinations is the choice of Bill Chapman, graduate student of New York University. 0.95



Cash prizes for undergraduates in Bates "PLAN A COLLEGE ROOM" CONTEST. Write for your entry blank to Dept. F, Bates Fabrics, Inc 112 West 34th Street, New York 1

Bates Fabric, 1956

GLOSHEEN* "Match-Makers"

FOR STRIKING NEW COLOR SCHEMES!

Wondrous GLOSHEEN — with its lustrous satiny finish that's woven in so it won't wear out — now in a new group of breathtakingly beautiful floral and geometric patterns — each with its own "made-to-match" stripe, plaid or solid

It's the decorating idea of the year — and so inexpensive. Choose from a large assortment — backed by the Waverly Bond that guarantees complete satisfaction even after countless washings or exposure to sunlight

Draperies — "Larkspur Bouquet." Bedspread skirt and pillow covers in multicolor "Match-maker" stripe. Coverlet and cornice in matching quilted solid color.

"DAISY CHAIN" with MATCH-MAKER OMBRE STRIPE

"HEIRLOOM DOCUMENT" with MATCH-MAKER MULTICOLOR STRIPE

*Reg. U.S. Pat. Off.

WAVERLY Bonded FABRICS
Division of F. Schumacher & Co.

We aim to produce the best quality merchandise at the lowest possible price

Waverly Bonded Fabrics, Division of F. Schumacher & Co.
60 West 40th Street, New York 18, N. Y.

I enclose 10c for booklet: Color Your Home With Fabrics that includes money saving decorating hints

NAME
ADDRESS
CITY ZONE STATE

Waverly Fabrics, 1951

United Furniture Corporation, 1951

► *Ficks Reed Co., 1951*

CARIBBEAN CASUAL

RATTAN FURNITURE...CORRELATED FABRICS

Every home a tropical wonderland! That's our motto and it will be yours too, once you've seen how this blithe-spirited furniture (dramatized by our own exotic prints) can change your living-dining area into a romantic showspot. See the Ficks Reed display at a fine store near you or, consult your decorator. Write for interesting folder.

The Chaise Units are covered in "Palm Thatch," one of 16 tropical prints designed exclusively for Ficks Reed Co. Furniture and fabrics designed by John Wisner.

Ficks Reed Co.

424 Findlay Street • Cincinnati 14, Ohio

BarcaLounger, 1953

Gold Seal
NAIRON STANDARD TILE
...for lovely, personalized vinyl floors and walls

Here are all the amazing qualities of vinyl plastics in tile form. With Nairon Standard tiles—and a little imagination—the homemaker can achieve wonderful effects . . . even continue a floor design right up a wall. This tile is so flexible . . . so easy to cut with knife or scissors . . . that the man or woman of the house can easily install it.

Nairon Standard colors are bright and clear and the satin-smooth surface seals out dirt, grease and spills. It is unharmed by household acids and alkalies . . . wipes clean with a damp mop. Made of the finest quality vinyls, Gold Seal Nairon Standard tile will give years of trouble free wear. Also available by-the-yard.

RECOMMENDED USES:
- *above-grade floors of wood, concrete or ceramic tile*
- *on-grade floors of concrete or ceramic tile (may be used with radiant heating)*
- *below-grade—not recommended*
- *walls—according to specifications*

windswept white
also 6 ft. wide

Nairon Standard Tile

Daystrom, 1954

Daystrom, 1950

▶ Gold Seal Congoleum Rugs

Gold Seal

CONGOLEUM® RUGS

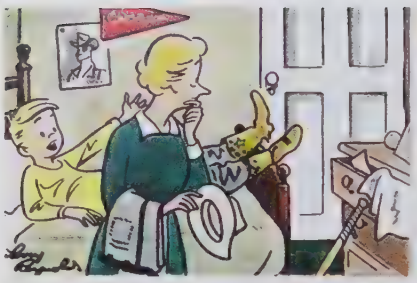
...a sparkling, colorful floor in minute

The choice of budget minded homemakers everywhere Gold Seal "Congoleum", enameled surface, rugs add new life and sparkle to any room . . . costs only a few dollars fo a room size rug . . . gives outstanding wear.

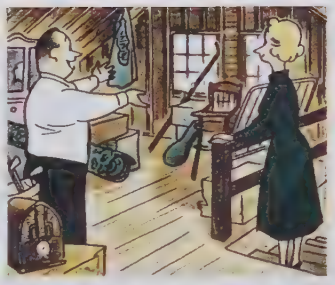
No installation expense—simply unroll your rug and lay it over th floor. Made with G-10 plastic—for a brighter, smoother finish, th surface resists dirt, grease and surface moisture . . . cleans easily.

These rugs are styled by experts to give you the newest designs and colors. Colo that are bright and clear—highly fade-resistant.

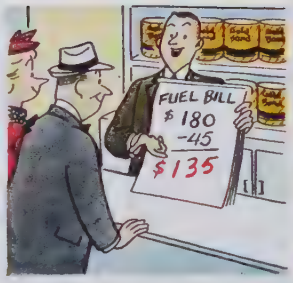
RECOMMENDED USES: *Gold Seal "Congoleum" rugs may be installed over above grade floors of wood, concrete or ceramic tile*



Don't get us wrong! Actually, this new room Joey needed so badly is all paid for. But we're going to get all our money back . . . in big savings on our fuel bills!



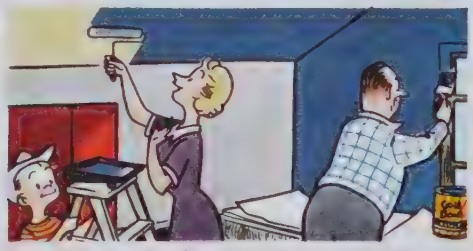
There was only one place to add the new room — up in the attic. And Joey *had* to have it. He'd grown right out of his old small room. But how to pay for a new one?



"You'll save up to 25% a year on fuel by insulating with Gold Bond Rock Wool!" said our Gold Bond lumber and building material dealer.

With his "how-to-do-it" instructions, it was easy to staple the fireproof Gold Bond Rock Wool "blankets" right between the studs!

We nailed up panels of Gold Bond Gypsum Wallboard for a smooth sturdy wall. Our Gold Bond dealer showed us how to conceal the joints . . . with the Gold Bond Tape Joint System.



Decorating the walls and woodwork was a cinch with Gold Bond Velvet, the new latex-base paint that almost flows on by itself. The wonderful part is, Velvet is scrubable! Even crayon marks wash off with soap and water!

See your Gold Bond dealer! There are over 150 Gold Bond Products, including Gold Bond Gypsum Lath and Plaster. (Gold Bond Velvet is available at leading paint stores too.)

NATIONAL GYPSUM COMPANY, BUFFALO 2, N. Y.

FIREPROOF WALLBOARDS • DECORATIVE INSULATION BOARDS • LATH • PLASTER • LIME • SHEATHING • WALL PAINTS • TEXTURES • MASONRY PAINTS • ROCK WOOL INSULATION • METAL LATH • SOUND CONTROL PRODUCTS

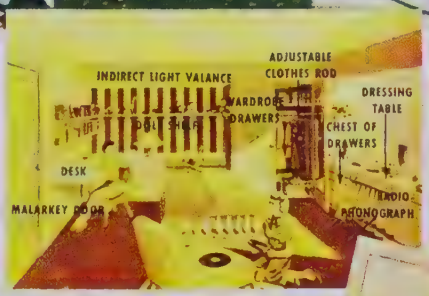
We're not going to pay for this room!

Gold Bond, 1953

George Cooper Rudolph, A.I.A.

a Girl's bedroom

MALARKEY HOUSE



Even though your new home may be delayed by credit and building restrictions, you can still *modernize your present home*. Why not remodel a room, add a wing, or finish an unused attic? For example, your growing daughter would like a room as shown above. Feminine, yet functional, this room can grow up with the girl, thanks to foresighted design made possible by use of Malarkey doors and plywoods. It can be adapted to the needs of any girl from 6 to 26.

Plenty of convenient built-ins and closets inspire neatness and encourage pride in taking care of clothing and possessions. Behind the wardrobe closet doors, for instance, are various size drawers and clothes rod that can be raised as the girl grows. The Malarkey one panel door was selected so that a full length mirror could be mounted on the inside. This door is one of Malarkey's wide variety of beautiful detail fir doors at economical stock door prices. In correct styles for every type of architecture, and in sizes to fit every opening.

Malarkey doors and plywoods are the perfect materials for creating individual rooms, allowing you to have the full enjoyment of your home. They can be finished to your liking. You can modernize without upsetting the household. There's no fuss . . . no mess with Malarkey plywood and doors. A home carpenter can often do the work.

Your architect, interior decorator, builder or lumber dealer will help you select the Malarkey doors and plywoods for your remodeling or building job.

Send 10c for plans of wardrobe closet shown in Girl's Bedroom above. Includes detailed drawings, specifications and complete bill of materials. Easy for you or your builder to follow. M and M Wood Working Company, 2301 N. Columbia Boulevard, Portland 17, Oregon.

Modernize present rooms or add new ones. With Malarkey plywoods and doors you can "tailor" your rooms to fit your needs. In this girl's bedroom a regulation-size dressing table is provided to encourage good grooming.

Handy Wardrobe Closet

Drawers of wardrobe are graduated to store various foldables. Toy chest can be used as hope chest later, doll collection shelf for books. Attractive plywood valances give soft indirect lighting over the bed and dressing table. The built-in radio-phonograph provides entertainment for girls of all ages. Convenient built-ins go clear to the floor, reduce cleaning and maintenance chores.

Malarkey plywoods and doors

Look for the Malarkey red diamond trademark

Malarkey Plywoods and Doors, 1951

Samson Folding Furniture, 1950

Floor is Armstrong Sparter® Linoleum, Style No. 8400.

It's always a "good morning" here

Getting up and making breakfast is almost fun when you're greeted by a cheerful kitchen like this. It's bright and sunny even on gray, chilly mornings, because the color scheme is warm with yellows and reds chosen from the gay floor of Armstrong Sparter Linoleum. But the floor gives this room even more than beauty. It adds wonderful practicality, too. There's hardly a seam . . . hardly a place where dust can hide. Of course, the floor can't prevent an occasional grease splash or muddy footprint . . . such things will happen. But this clever Sparter design does help conceal them until you have a free moment to whisk them away with a sponge mop. No wonder Sparter is such a popular design in Armstrong Linoleum — a modern floor that's a favorite all through the house.

SEND FOR FREE BOOK. "Decorating Ideas for Today's Living." You also receive check plans of floor layouts. Kitchen dining area. Write Armstrong Cork Company, 3 Mill Street, Lancaster, Pa.

Armstrong
THE MODERN FASHION IN
FLOORS

LINOLEUM • PLASTIC COPLON® • FELTOLIT® VINYL-ASBESTOS TILE • CUSTOM COPLON PLASTIC TILE • RUBBER TILE • CORK TILE • ASPHALT TILE • LINOTILE®

Armstrong Floors

Interior designs by John and Evelina Brice.

BEGIN WITH A BEAUTIFUL BACKGROUND *of plastic wall tile*

IDEA! A panel of blocks in classic design on a wall of white Styron plastic tile.

Play up a divider wall! This cheerful contemporary kitchen began with plastic wall tile made of Styron®. Creamy yellow and white squares for walls and counter facings . . . king-size blue squares to accent the divider wall with its butterfly motif in white triangles. The dozens of decorator-styled Styron colors and varied tile shapes will inspire decorating ideas that are as practical as they are beautiful for your whole house. For your certified dealer can guarantee the quality of Styron plastic wall tile and installation. Whether you're building, remodeling or decorating, see your dealer soon . . . and begin with a beautiful background of Styron plastic wall tile. Send 10¢ for a colorful portfolio of designs in plastic wall tile. Plastics Sales Dept. PL 1604G. THE DOW CHEMICAL COMPANY, Midland, Michigan.

YOU CAN DEPEND ON DOW

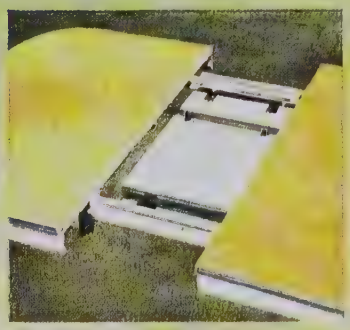
DOW, 1957

Damage-resistant Natcolite "Nevamar" tops are an extra-value feature of all Lloyd Chrome Plated Dinette tables.

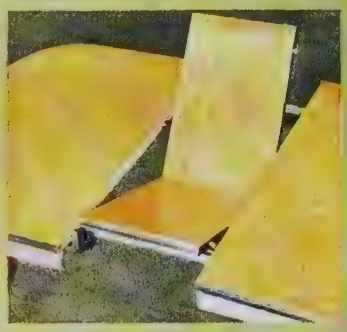
Lloyd

Chrome Plated Furniture

New Convenience—New Beauty! This beautiful "bow-end" table No. 161½ (the chairs are No. 108) with Chrome Plated or Enameled skirt stores its extra leaf—ready to seat six in a jiffy.



This new Lloyd table stores its own leaf ready for instant use.



Leaf unfolds, extending table with no change in height of top!

Smart Space-Saver—*Another Lloyd "first" is this drop-leaf table No. 537 which folds so compactly for use as a console table.*

Gay choice for moderns who look ahead

The bright, gay beauty of Lloyd Chrome Plated Furniture gives a festive note to the simplest breakfast—or a "company-best" dinner. And the Lloyd tag on every piece is your assurance of the *right* choice for years of usefulness as well. For Lloyd Chrome Plating is noted for its extra quality. Lloyd experience brings you table tops that resist damage from wear and tear, alcohol, boiling water—even cigarette burns. The smartly designed chairs have plastic coverings in a wide range of patterns which keep their gleaming beauty through long, long service. You'll find extra pleasure, too, in the *smooth* trouble-free action of extension and drop-leaf tables—and it's a joy to know that every gleaming, damage-resistant surface will swish bright and clean in a jiffy!

See the wide variety of Lloyd dinette and kitchen furniture at your favorite department or furniture store today. Lloyd Manufacturing Company, makers of Outdoor Furniture and the famous Rock-A-Feller Chair. Menominee, Mich.

Lloyd Chrome Plated Furniture, 1951

Tommi Parzinger calls Amtico Rubber Flooring "Designer's Delight!"

HOMEMAKER'S DELIGHT, TOO—Noted designer, Tommi Parzinger, frequently completes the decor of the distinguished rooms that he creates with Amtico Rubber Flooring. Amtico keeps its just-installed lustre and rich, clear colors through a lifetime of rugged wear. Springy underfoot as a golf green, it's quiet, fire-resistant, cleanable in minutes. Choose Amtico Rubber Flooring for your home to combine elegance with effortless housekeeping.

Amtico Rubber Flooring, 1951

▶ *Armstrong Asphalt Tile, 1953*

Low-cost decorating ideas can build a restaurant's business

don't have to spend a lot of money to give a restaurant air of elegance. Imaginative handling of inexpensive uction materials and attention to decorative details roduce an interior that will compete favorably with lavishly furnished establishments.

this restaurant, for example, inexpensive sheets of oard were formed to make a gracefully curved wall. strips cover the joints and produce a pleasing panel Ordinary dinner plates hung on the wall reflect the ing candlelight to give the room an air of special charm stinction.

colorful buffet table in the center of the room is a tive extra that more than pays its way. It not only appetites for the cold meats, appetizers, and salads it ys but also speeds service. To center attention on the an unusual design was created in the handsome floor mstrong's Asphalt Tile. Black and white tiles were ed to set the table area apart from the rest of the floor. this floor is laid block by block, such special effects ssible at no extra cost.

nstrong's Asphalt Tile also meets the requirements of practical low-cost decoration in many other ways. While surprisingly inexpensive, this floor offers all the toughness and durability needed to take concentrated traffic. The colors go all the way through each tile, so they can't wear off. The handsome swirl marbleization is an Armstrong exclusive that adds strength as well as beauty.

Spilled foods or beverages wipe up from Armstrong's Asphalt Tile quickly and easily. Even cigarette burns can be removed without leaving a trace. A minimum of maintenance keeps it looking clean and attractive for years.

You can use Armstrong's Asphalt Tile over any type of subfloor, even in basements or on grade-level concrete. Unlike most floors, it's not harmed by the alkaline moisture found in concrete slabs in direct contact with the ground.

Ask your Armstrong flooring contractor for full information on Armstrong's Asphalt Tile. He'll gladly show you samples and give you a cost estimate without obligation.

Which floor for your business? Because no one floor can meet every need, Armstrong makes several types of resilient floors—Armstrong's Linoleum, Corlon®, Asphalt Tile, Linotile®, Rubber Tile, Cork Tile, Excelon Tile, and Custom Corlon Tile. Each of these is unequaled in quality, and each has its own special advantages which make it particularly effective for certain kinds of installations. Your choice of the Armstrong Floor that's best suited to your own needs depends upon the effect you want to create, the amount of money you wish to spend, and the type of subfloor over which the installation is to be made.

Send for free booklet. "Which Floor for Your Business?", a 20-page, full-color booklet, will help you select the resilient flooring best suited to your needs. Write Armstrong Cork Co., 5310A Madison St., Lancaster, Pennsylvania.

ARMSTRONG'S ASPHALT TILE

Callaway Towels and Rugs, 1954

Gimbels Basement, 1950

Hecht's, 1952

Hecht's, 1952

▶ Eljer, 1953 ▶▶ Crane Plumbing Fixtures, 1950

ELJER

Quality THAT ASSURES BEAUTY FOREVER

You can expect Eljer's Fine Plumbing Fixtures to stay beautiful and new-looking for a lifetime, with ordinary care. Whether you choose a lovely pastel color or Eljer's *snow white*, the finish *cannot* fade. Bathtubs and Kitchen Sinks have an extra-thick coating of glass-like enamel . . . fused to a cast-iron base. Vitreous China Lavatories and Closet Combinations resist stains and are impervious to all ordinary acids . . . because they are *real* china. Eljer Fixtures wipe sparkling clean with a damp cloth. For free booklet, write Eljer Co., Box 192, Ford City, Pennsylvania.

THE HEART OF YOUR PLUMBING SYSTEM . . . Pipes bring in fresh water and carry the waste away, but for satisfactory service, you want faucets that work smoothly and efficiently . . . without dripping. So, in kitchen, bathroom or laundry, specify Eljer Fittings, quality-built for long, trouble-free service. All wearing parts are easily renewable.

. . . MADE MORE THAN 15 MILLION PLUMBING FIXTURES SINCE 1904 . . . . FACTORIES AT FORD CITY, PA., SALEM AND MARYSVILLE,

CRANE

the preferred plumbing

THE KITCHEN PRIDE SINK
AVAILABLE IN WHITE OR IN COLORS.
CRANE-LINE STEEL CABINETS
RMIT IDEAL STORAGE ARRANGEMENT.

PLUMBING AND

CRANE
the preferred plumbing
DREXEL
LAVATORY
CRANE
BASEBOARD RADIATION
Crane fixtures bring you beauty in design
—maximum utility—highest quality throughout. Typical of the many convenience features are Dial-ese Controls which operate at a finger's touch. See Crane Enclosed Plumbing at your Crane Dealer — Crane Branch. For sale by the Crane Trade in your locality.

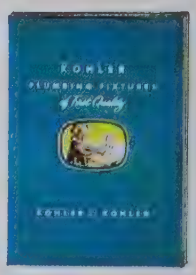
"Our bathroom is our beauty secret"

KOHLER SPRUCE GREEN has a clear, fresh beauty—lasting in appeal as Kohler fixtures and fittings are durable in use. Like all Kohler pastel shades it fits into varied decorative effects with individuality and charm.

Time-tested materials and careful workmanship guided by unexcelled engineering experience make Kohler plumbing a sound investment in health-protection and lasting satisfaction.

The smooth, lustrous Kohler enamel finish of the Cosmopolitan Bench Bath is glass-hard, easy-to-clean—and free from effects of stress and strain because it's fused to a base of non-flexing iron, cast for rugged strength. The Gramercy vitreous china lavatory is typical of the beauty and practicality of Kohler design.

Kohler chromium-plated brass fittings work easily, with lasting efficiency. Be sure to specify them for all your Kohler fixtures. Consult your Kohler dealer on selections for bathroom, washroom, kitchen or laundry. Kohler Co., Kohler, Wisconsin. Established 1873.



TO HELP YOU PLAN
Send for our new free booklet C-2, showing practical arrangements of fixtures and fittings in modern settings. Illustrated in full color.

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES

Kohler Plumbing Fixtures, 1950

► *Clay Tile, 1951*

National Leads in Fine-Home Features

Here are some of the many exciting new National homes that provide the more comfortable luxuriousness in one or family living usually less than you are now paying for rent. All-electric kitchens year-round air conditioning, attractive masonry variations and floor plans that can be individualized to meet your requirements are just a few of the many fine home features embodied in the 1956 designs. See the National Homes builder-dealer in your community. Or send 35 cents for a copy of "It's a National Home Made Over." It has the complete story of National Homes, including hundreds of individual designs and floor plans. Address National Homes Corporation, Dept. LH56, Lafayette, Indiana.

ALL-ELECTRIC KITCHEN

New Masonry Variations add distinctive touch that will help make the National home design you select even more "individually" your.

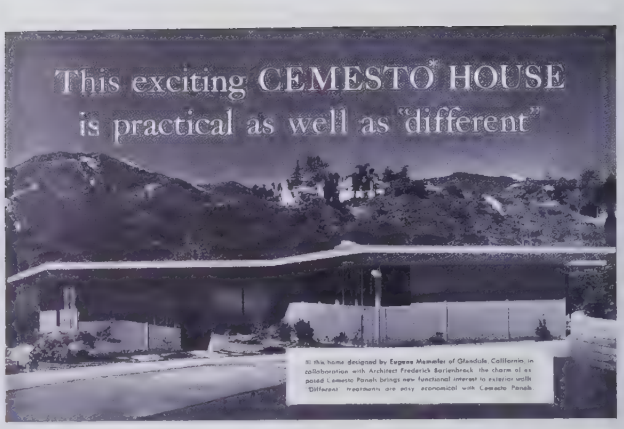
ARCHITECT-DESIGNED

YEAR ROUND COMFORT

INDIVIDUALIZED HOMES

ONE OUT OF EVERY 40 HOMES BEING BUILT IN AMERICA TODAY IS PRODUCED BY National HOMES

National Homes, 1956



In this home designed by Eugene Mamelar of Glendale California in collaboration with Architect Frederick Bartenbach the charm of exposed Cemesto Panels brings new functional interest to exterior walls. "Different" treatments are easy, economical with Cemesto Panels.

Cemesto Panels save time, labor—keep costs down

Modern or traditional large or small, any home design can be built faster and with greater economy, of one specific multi-purpose Cemesto Insulating Structural Panels.

Perform many functions

Cemesto Panels consist of a core of laminated Celotex cane fibre insulation with cement-asbestos facings bonded on both sides by a waterproof, vapor-resistant adhesive.

Each Cemesto Panel is a complete wall or roof deck unit—placing the combination of other materials required in ordinary construction. It combines great structural strength, high insulation value, heat-resistant and impervious finish.

Thus a single 4' x 8' Cemesto Panel gives you 32 sq. ft. of insulated finished and insulated wall or roof deck. All in one easy operation—a remarkable savings in time, labor, materials, money.

Permit new economies

Light and easy to handle, Cemesto Panels go up fast on any kind of weather. Require minimum framing. They resist the weather and wear—build beautiful, comfortable, enduring homes *at less cost than conventional construction.*

The additional insulation needed with Cemesto Panels, unlike ordinary materials, does not take up more valuable space. Keep homes snug against chills and drafts, reduce fuel consumption in winter. Shut out excessive heat, keep homes cooler in summer, too.

Cemesto Panels need never be painted or decorated. Their smooth, stone-gray surfaces have an unusual natural charm. Left exposed, they provide both exterior and interior finish. No maintenance required. Can easily be painted or papered if desired.

Unlimited design freedom

An almost endless variety of interesting, distinctive architectural treatments is possible with Cemesto Panels. Virtually any effect you desire can be achieved, easily, inexpensively.

So discover today how you can design striking, individual, quality homes that are more economical to build. Write for the full story of Cemesto Insulating Structural Panels. The Celotex Corporation, Dept. AA-4, 120 S. LaSalle St., Chicago 3, Illinois.

The money-saving and daring structural simplicity possible with Cemesto Panels is shown by this interior detail of the Mamelar home. For economy, flexibility and space saving, partitions also are Cemesto Panels.

What Are Cemesto Panels?

As the diagram shows, Cemesto Panels are strong, rigid, permanent structural "sandwiches." Their core is genuine Celotex cane fibre insulation—protected by the patented Feroxe*. Process from dry rot and termite attack. Non-combustible cement-asbestos facings are bonded to both sides of this insulating core by a double-purpose waterproof and vapor-resistant adhesive.

*Reg. U.S. Pat. Off.

Another CELOTEX Product

CEMESTO

INSULATING STRUCTURAL PANELS

The Celotex Corporation, 120 S. LaSalle Street, Chicago 3, Illinois

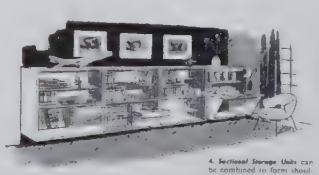
FOR ROOF DECKS, CURTAIN WALLS, PARTITIONS IN RESIDENTIAL AND INDUSTRIAL CONSTRUCTION

Cemesto, 1952

1. Flexible Storage Wall. Simplicity of construction, adaptability mark this striking fir plywood built-in. Provider compact storage in small space. Bookshelves, desk and cabinet units are interchangeable. Sections can be altered, added or subtracted to fit wall space. Cost of fir plywood or build unit shown $105*

2. Under-Eave Storage makes good use of usually wasted space in expansion attics, second floor or story and a half home. Unit can be made to fit any ceiling slope. Fir plywood to build it costs..... $95*

3. Shelf-Door Wardrobe combines features of roomy closet, dresser and chest of drawers. Use it to help sell your house faster. Can be used in any room. Build it with fir plywood for only $55*



4. Sectional Storage Units can be combined to form shoulder-high storage wall for living room or den. Sections can be pre-built, installed on job. Fir plywood you'll need to build it costs.... $90*

8 WAYS *to put extra sales-appeal in your homes with low-cost fir plywood built-ins*

PLANS AVAILABLE

Here are eight new ideas you can use to build your sales story right into the house. For even the most modest home can be lifted above the ordinary ... given *extra* sales-appeal with low-cost fir plywood built-ins.

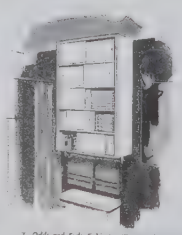
Fir plywood built-ins far more than pay for themselves. They sell homes faster—and at better prices. See how little you pay* for fir plywood for each of these built-ins.

And when you plan with plywood, you make the built-in fit the house ... *exactly*. No bothersome juggling of "stock" units. Fir plywood is easy to cut, fit, fasten. Paint it with popular modern decorator colors to compliment your interiors ... or [illegible] the natural grain.

Get detailed plans for each of these eight sales-clinching built-ins from your local lumber dealer, or write Douglas Fir Plywood Association, Tacoma 2, Washington. Please order only [illegible] number.

Douglas Fir Plywood

5. Child's Storage Wall helps sell parents shopping for new home. Unit has ample room for toys, clothes, bedding. Sales feature: tough fir plywood doors and drawers can't be hurt by playing children. Fir plywood to build it costs..... $80*



7. Odds and Ends Cabinet will appeal to your women customers. Use it in bedroom, save space, store sewing closet or hang in kitchen or utility room for extra storage space. Get fir plywood to build it for only $8*

6. Island Entry Wall at right defines entry and living areas without cramping either. Adds feeling of spaciousness. Saves building costs by replacing conventional wall and entry closet. Fir plywood to build it costs..... $100*

8. Demountable Music Wall is ideal for custom homes built for music lovers. Simple, interchangeable fir plywood boxes are stacked on low plywood table. Holds radio, record player, albums, TV. Fir plywood you'll need to build it costs..... $60*

*Based on [illegible] Douglas Fir Plywood [illegible]

Marvin Culbreth Styles a Bathroom That Features Steel

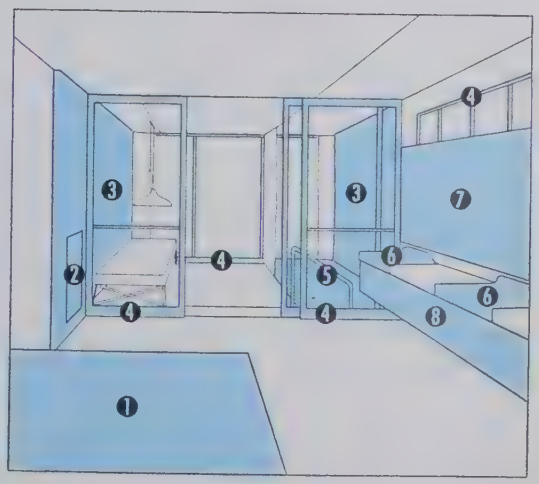
"When you're after beauty on a budget you'll score a success with steel," says Marvin Culbreth, noted designer and consultant. "This room takes its whole character from steel. It's the focal point in the decor.

"I enjoy using steel wall tile for its jewel-like beauty that masks its modest price . . . its durability . . . ease of application (you can install it yourself)."

The tile Culbreth specified in this bathroom design is made of Weirzin, the electrolytically zinc-coated steel that resists heat, moisture and rust . . . that forms a lasting bond with its finish. And, it whisks clean in seconds.

The key below shows the many ways in which steel dresses up this room. So remember, for the luxury-look . . . for strength . . . for beauty . . . use steel.

1. *Table framework* 2. *Heater* 3. *Wall tile* 4. *Steel framework* 5. *Bathtub and handrail* 6. *Sink* 7. *Cabinet* 8. *Drawers.*



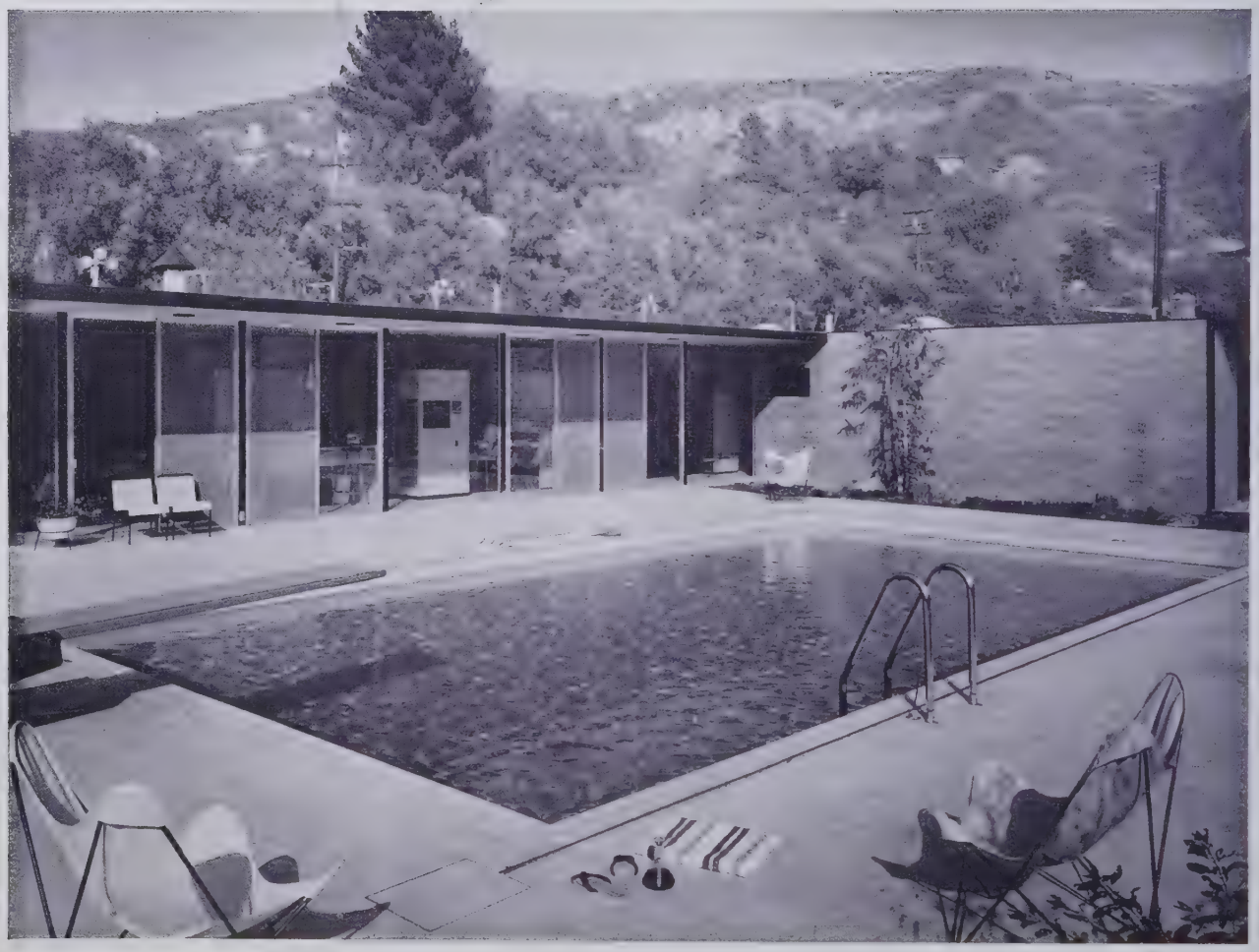
WEIRTON STEEL COMPANY
WEIRTON, WEST VIRGINIA

NATIONAL STEEL CORPORATION

Weirton Steel Company, 1955

leadership in modern . . .
Lightness of scale and numer
custom details mark an import
new series by George Nelson
"America's foremost collection
modern furniture." Rosewood
oak, in models to meet every s
age need. Write for full deta
P.S. Send $5 for handsome
edition of "The Herman Mi
Collection." Over 200 pho
graphs and drawings.
herman iller, Zeeland, M
Showrooms: New York, Chica
Grand Rapids and Los Ange

Herman Miller, 1953 ◀ *Hermosa Ceramic Tile, 1959*



ANTHONY BROS. POOL FOR CASE STUDY HOUSE #17
PHOTO BY JASON HAILEY

ANTHONY BROS., INC.

HAS BEEN *Merit Specified* BY

CRAIG ELLWOOD ASSOCIATES

TO PERFORM SPECIAL ENGINEERING AND CONSTRUCTION OF THE POOL FOR . . .

CASE STUDY HOUSE #18

for ARTS & ARCHITECTURE magazine

Anthony Bros. inc.

5871 FIRESTONE BLVD., SOUTH GATE
LUdlow 3-6371 • TOpaz 2-4102 • TOpaz 2-5804

"ASK THE FAMILY WHO OWNS ONE"

Anthony Bros., Inc. is now recognized as the Southland's largest pool builder. Outstanding among the reasons for Anthony's success is the unique swimming pool filter system utilized. It has recently been improved to incorporate an all brass pump and lint strainer, making the complete filter rust proof.

Another reason so many are insisting on an Anthony Pool is the fact that the firm builds most of the pool parts in its South Gate plant. Anthony also owns all its own equipment, and Anthony's crews do all the various construction phases.

An Anthony pool can be built to any size and shape, with the Gunite method of construction. Anthony also manufactures preformed one-piece Fiberglas pools that can be enclosed as part of the living area—ideal for the smaller yard.

Write for full information on:

- Gunite Pools
- Fiberglas Pools
- Swimming Pool Equipment

Visit our model pools

Many unusual ideas for swimming pool landscaping are featured at Anthony's three model pools in South Gate. Display is open daily until 8 p.m.

Anthony Bros. Inc., 1957

ANTHONY BROS. POOL FOR CASE STUDY HOUSE #17
PHOTO BY JASON HAILEY

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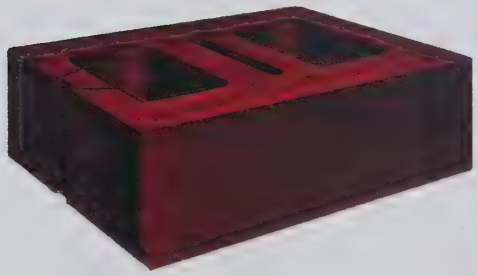
Anthony Bros. Inc., 1957

for structural strength . . . and beauty

DAVIDSON MODULAR HOLLOW CLAY BLOCK

Merit Specified for the newest Case Study House

- for the structural walls and fireplace



SPECIFICATIONS — L B GRADE

Nominal 6-inch size, 11⅝" long by 3⅝" high, Weight approximately 9 pounds

Nominal 8-inch size, 11⅝" long by 3⅝" high, Weight approximately 12 pounds

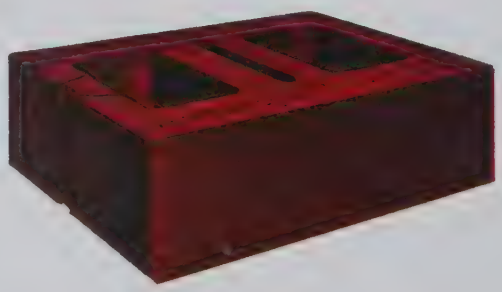
DAVIDSON BRICK CO.

4701 Floral Drive — Los Angeles 22, California — ANgelus 1-1178

Davidson Brick Co., 1954

DAVIDSON HOLLOW CLAY BLOCK

---Merit Specified for the structural walls of the newest Case Study House, as featured on pages 14 and 15.



CHOSEN FOR

- ease of design as modular masonry material
- structural simplicity—great strength
- low cost with permanence
- natural beauty of burned clay
- light weight—ease of handling

DAVIDSON BRICK CO.

4701 Floral Drive — Los Angeles 22, California — ANgelus 1-1178

Davidson Brick Co., 1954

multalum

a new concept in furniture flexibility

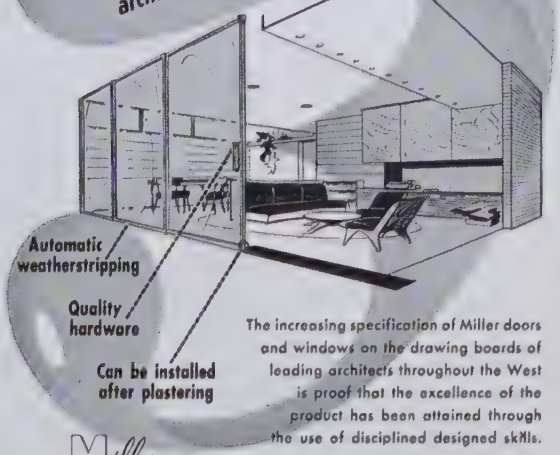
A birds-eye view of a multiple seating unit with corner table arrangement, one of the many variations possible with the Multalum structure design. As an extension of the basic seating variations, Multalum offers the lounge and Hi-Bac chairs shown, a bench, coffee and end tables, conference table, store fitting stools and a host of advantages that may be derived from this easily maintained, brilliantly flexible design. This aluminum and walnut structure, with your choice of upholstery, is the answer to an interior planner's dream. A request on your letterhead (please), is the only step necessary to bring the complete story of Multalum to you. KASPARIANS, 7772 Santa Monica Boulevard, Los Angeles 46, California. You may see Multalum now at any of the wholesale showrooms listed below.

KASPARIANS

Wholesale Showrooms: Bacon & Perry, Dallas, Texas / Contract Interiors, Denver, Colorado / Carroll Sagar & Associates, Los Angeles, California

Kasparians, 1959

Miller sliding glass doors and windows offer complete freedom in modern architectural design



The increasing specification of Miller doors and windows on the drawing boards of leading architects throughout the West is proof that the excellence of the product has been attained through the use of disciplined designed skills.

Immediate delivery.

Please write for pictorial brochure.

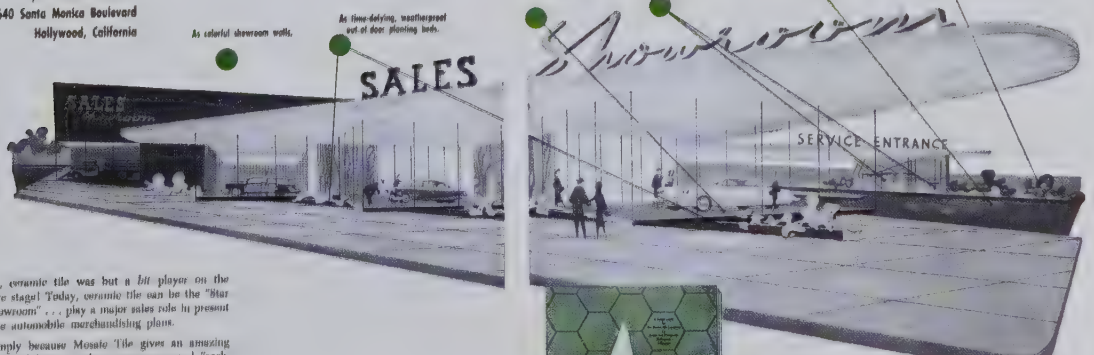
FRANK B. Miller MFG. CO., INC.
3216 Valhalla Drive
Burbank, California

Miller Mfg. Co., 1953

a design study for The Mosaic Tile Company to illustrate uses for ceramic tile in an automobile showroom

by Victor Gruen, A.I.A.
8640 Santa Monica Boulevard
Hollywood, California

Areas where Mosaic Tile performs a major selling and service job in a truly-modern automobile showroom!



Yesterday, ceramic tile was but a *bit* player on the automotive stage! Today, ceramic tile can be the "Star of the Showroom" . . . play a major sales role in present and future automobile merchandising plans.

Why? Simply because Mosaic Tile gives an amazing combination of beauty, color, permanence and "rock-bottom" maintenance expense . . . plus that much sought-after atmosphere of quality and prestige!

Models change . . . but Mosaic Tile – never! It's a hard-as-nails material with qualities of permanence and low-maintenance ideally suited for walls and floors in sales, service, maintenance and lubritorium areas. The smooth, pit-and-pore free surface of Mosaic Tile resists the penetration of dirt and grease . . . is easily cleaned by conventional methods. And, the *first cost* is literally the *last cost*, for Mosaic Tile won't burn, warp, crack or fade—it wears and wears but doesn't wear out!

How Mosaic Tile may assume a star's role in the automotive field is revealed by this design study, made by Victor Gruen, A. I. A., Hollywood, California.

The results, including sketches and floor plan, have been incorporated into a six-page, full-color folder which is available to you now. For details on how to receive your *free* copy, see the adjoining page!

Send for this folder TODAY!

There's a place to your files for this folder; a place in ■ of your building and remodeling plans for Mosaic Tile. A letter on your business stationery will bring you a copy of this attention-getting folder free of charge. Write Dept. 08-2, The Mosaic Tile Company, Hollywood 38, California. Contact any Mosaic office shown here for information on the many types of Mosaic Tile.

Branch Offices:

Salt Lake City 4, Utah
[illegible]
Phone: [illegible]

Hollywood 38, California
[illegible]
Phone: [illegible]

San Francisco, California
[illegible]
Phone: [illegible]

Portland 13, Oregon
[illegible]
Phone: [illegible]

Seattle 4, Washington
[illegible]
Phone: [illegible]

Factories:

Jordan Tile and Manufacturing Company
Encinal, California

General Tile Corporation
El Segundo, California

Representative:

Denver 1, Colorado
Phone: [illegible]

THE MOSAIC TILE COMPANY
(Member—Tile Council of America)

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Offices, Showrooms and Warehouses across the nation
Over 4000 Tile Contractors to serve you

Mosaic Tile Company, 1952

Low-cost feature that gives homes an *extra quality* look

Many prospective home buyers don't understand the principles of sound design and construction. But they all recognize the value of built-in telephone facilities . . . the neater appearance of concealed wiring, the added convenience of extra outlets. These "extra-quality" features encourage people to buy. Yet, they cost so little.

Why not take advantage of Pacific Telephone's free Architects and Builders service. Let us help you plan the kind of home telephone facilities every buyer wants.

Put built-in telephone facilities in your plans

Pacific Telephone

A PERFECT SETTING FOR CREATIVENESS.

INSTRUCTION, INSPIRATION, NEW TECHNIQUES PLUS WORLD-FAMOUS PRANG AND OLD FAITHFUL PRODUCTS

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LOS ANGELES 5, CALIFORNIA

Matching Cove in a Full Range of beautiful Sunset Colors

Sunset RUBBER TILE

Equal in quality to the best . . . Custom color runs on special orders . . . Samples on Request.

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John Stuart furniture is sold only by architects, decorators and select stores.

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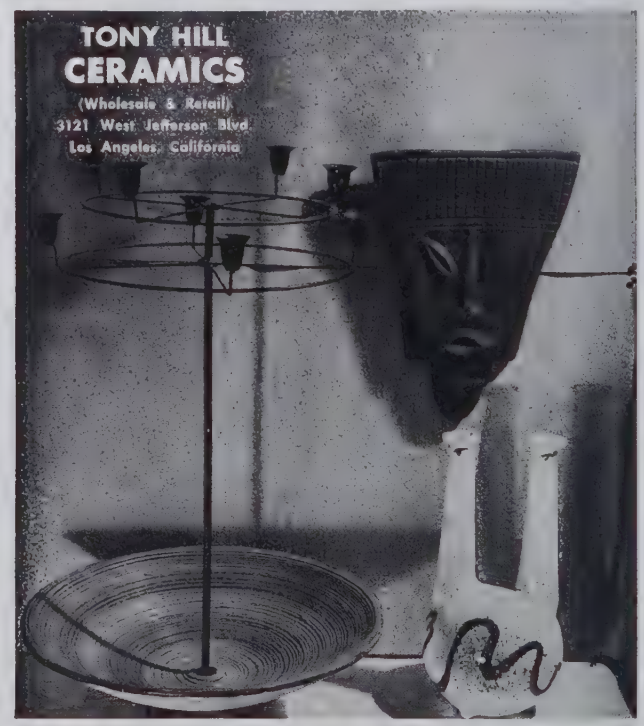

LAMP & MASK AS ABOVE ***VASES, ASHTRAYS, ETC.***

Pacific Telephone, (top) Sunset Rubber Tile, 1954

John Stuart Inc., (top) Tony Hill Ceramics, 1954 ► *Hermosa Ceramic Tile, 1953*

Hospital with a Bright Future: Architects H. C. Chambers and Lester Hibbard used Hermosa 6 x 4¼ Tile to create this handsome Hydrotherapy Room at Los Angeles' new Shriners' Crippled Children's Hospital. Fairy Tale murals by Malcolm Cameron were reproduced on tile by Gladding, McBean. Contractor: Pozzo Construction Co. Tile installation: Bruner Marble and Tile Co.

Hermosa
REAL CLAY
Tile

ECONOMICAL
Hermosa Tile costs no more than many less acceptable materials, yet it provides maximum utility —minimum maintenance.

VERSATILE
Hermosa Tile is equally at home in kitchen, bath, lanai, or living room. It fits both provincial and contemporary concepts.

DISTINCTIVE
Hermosa Tile's many decorative themes and wide color range provides a springboard for imaginative architects.

ENDURING
Hermosa Tile is high-fired from the finest ceramic materials. It will still be new long after substitutes show tell-tale scratches, burns and blisters.

GLADDING, McBEAN & CO.
LOS ANGELES
SAN FRANCISCO
PORTLAND
SEATTLE
SPOKANE

And the winner is...

Today's Decorating Trend Is To Fiberglass

Fiberglass? Asbestos? Our chemical friends were changing lives for the better in the 1950s. Or so this ad suggested. Fill your modern living room with the best that chemistry has to offer. The future never looked lovelier. Or deadlier.

Der Ausstattungsstrend geht heute zur Glasfaser

Glasfaser? Asbest? Unsere chemischen Freunde wendeten unser Leben in den Fünfzigern nur zum Besseren. Zumindest dieser Werbung zufolge. Richte deinen modernen Wohnraum mit dem Besten ein, was die Chemie zu bieten hat. Nie schaute die Zukunft freundlicher aus. Oder tödlicher.

De nos jours, la tendance est à la fibre de verre

Fibre de verre ? Amiante ? Dans les années 50, nos amis chimistes changent notre vie pour l'embellir. C'est ce que dit la pub. Meublez votre séjour avec ce que la chimie offre de mieux. Jamais l'avenir n'a été si beau. Ou si mortel.

Dramatically effective in a glass-walled living room is LIBRA . . . a new Fiberglas no-iron drapery pattern, its color repeated in a decorative screen.

Fiberglas GRAPHIC . . . a heavily textured no-iron fabric adds an exciting ornamental note to a modern dining room. Used as a room-dividing screen and drapery.

New interest for a modern bedroom—a wall of color and design woven of Fiberglas *Aerocor** yarns. The striking no-iron fabric is named HONEYCOMB. About $3.00 a yd.

Richard Himmel, A.I.D., Winnetka, Illinois, created these rooms using new Fiberglas fabrics with the modern classic look. Write Fiberglas for Richard Himmel's decorating hints.

NEW LIVING IDEAS: MODERN CLASSICS WITH PERFECTLY WASHABLE FIBERGLAS

Refreshing point of view in decorating . . . Modern influenced by classic design, in magnificent fabrics woven of Fiberglas*. All are perfectly beautiful, perfectly washable, absolutely no-iron. Rehang them damp; they dry wrinkle-free, fresh as new. See Fiberglas fabrics to match *all* of today's top decorating trends . . . in new patterns and textures at fine stores everywhere, or ask your decorator. Owens-Corning Fiberglas Corporation, Dept. 10S-15, 598 Madison Avenue, New York 22, N. Y.

TODAY'S DECORATING TREND IS TO FIBERGLAS

OWENS-CORNING
FIBERGLAS

makes the fibers, not the fabrics

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

Owens-Corning Fiberglas, 1958

Panagra Airways, 1953

Your Flagships in the Movies
with MGM'S
"THREE GUYS NAMED MIKE."

America's Leading Airline AMERICAN AIRLINES INC

Pan American Airlines, 1957 ◀ American Airlines, 1951

There's no such thing
as a DISTANT *relative!*

America's Leading Airline AMERICAN AIRLINES INC

American Airlines, 1950 ▶ American Airlines, 1956

Don made the Trip

–TOO LATE AGAIN

John made the Sale

– HE TOOK THE PLANE

America's Leading Airline **AMERICAN AIRLINES** INC.

American Airlines, 1952

THE CHARMING SETTING for your luxury flight overseas is the smart interior of your Air France Constellation. Limited number of "sky-lounger" chairs provide the most spacious accommodations in air travel for your individual comfort. You are served in the inimitable French manner by friendly English-speaking stewards and hostess.

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VETERAN PILOTS—many of whom have logged more than a million miles in the air—fly the new-type AIR FRANCE Constellations. Seasoned world-travelers know and respect the world-famed AIR FRANCE reputation for regularity and dependability. They know, too, that AIR FRANCE offers the ultimate in gracious living aloft—luxury *unequalled* in air travel. Gourmet cuisine, prepared by masters of the art of French cooking. Champagne, too, or a vintage wine . . . a liqueur after dinner, of course. Your entire trip by AIR FRANCE is an adventure in living as *only* the French know how!

"THE PARISIAN"—Luxury transatlantic air travel—an experience in gracious living. Departures from New York, Boston, and Montreal to Paris, Frankfurt, Berlin, Rome.

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Air France, 1952

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Air France puts the world before you. 145,000 miles of routes linking the 6 continents are at your service. You will enjoy the fleetness and luxury of the Air France travel mode. Wherever your overseas destination, fly Air France! New-type Constellations flown by million-mile pilots . . . the special charm of French elegance . . . the World's Largest Airways System.

AIR FRANCE
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"The Parisian" luxury service from N. Y., Boston and Montreal to Paris — gateway to the world.

"The Parisian Special" . . . famous non-stop overnight flight from New York to Paris. Extra fare.

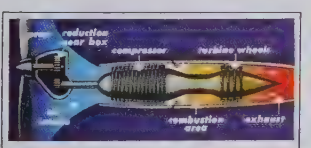
"Tourist Service" by Constellations, the most powerful in tourist service to Europe.

Air France: New York, Boston, Chicago, Cleveland, Detroit, Philadelphia, Dallas, Los Angeles, San Francisco, Washington, D. C., Bogota, Caracas, Havana, Montreal, Toronto, Mexico.

Air France, 1953

A new kind of Air Travel is in the making

New military engine—soon to undergo first tests in civilian transport—promises smoother, faster, quieter, more pleasant air travel



HOW THE TURBO-PROP ENGINE OPERATES

The Turbo-Prop Engine is a gas turbine engine, like the well-known Turbo-Jet.

But in the Turbo-Prop, as the diagram shows, the turbine is connected through a drive shaft and reduction gears to a special type Aeropropp propeller. Air enters the compressor, which feeds it under high pressure into the combustion chamber, where it is mixed with fuel and ignited. The thrust of this hot gas drives the turbine which generates the power to operate both compressor and propeller. The small amount of energy remaining in the exhaust gas is used as jet thrust.

The Allison T38 Turbo-Prop Engine develops 2,750 horsepower, yet weighs only 1,250 pounds—2.2 horsepower for every pound of weight. This is more than twice the power per pound of weight developed by the best reciprocating type aviation engines used in World War II.

Allison also produces the J33 and J35 Turbo-Jet Engines that power today's Shooting Stars, Thunderjets, Panthers, Scorpions and other near-sonic-speed jet fighters.

WITHIN a short time the first American commercial airliner ever to be powered by turbine engines will be delivered to the Allison Division of General Motors.

The power plants in this Convair are new Allison Model "501" Turbo-Props – commercial version of the Navy T38. They are geared to a new high-performance propeller especially designed and built for high-engine-power characteristics by the Aeroproducts Division of General Motors.

The "501" is lighter, smaller, smoother and quieter than any other propeller-type engine of equal horsepower—and much more efficient than a jet, up to near-sonic speeds.

Developed for military use, the Allison Turbo-Prop engine with Aeroproducts Propellers has already set new performance targets in multi-engine aircraft as large as the Navy's giant 86 ton Convair XP5V flying boat and also in a high-performance, carrier-based Navy attack plane, the XA2D. So the next step is to adapt this new type of power to commercial use.

NO one is better fitted to do this than General Motors with its great technical ability and long experience in all types of engine and propeller development.

As soon as this experimental Turbo-Prop transport is delivered, General Motors Allison engineers will start putting it through a long and comprehensive series of flight tests.

In cooperation with the airlines it will be flown under all types of operating conditions—in all kinds of weather. It will be given the works, checked and rechecked many times over, until all its performance characteristics are definitely evaluated.

This is in accordance with General Motors' policy of sponsoring to the public only products that have been thoroughly proved in advance. It is GM's task to demonstrate for airplane manufacturers, airline operators and the Civil Aeronautics Authority that Turbo-Prop power is as safe and practical as it is economical and comfortable.

Allison "501" Turbo-Prop engines fit in nacelles of present commercial transports.

Such an all-out test program may take a year or more. But it will be well worth it, in view of the fact that present military experience indicates that Turbo-Prop power should bring the following benefits to commercial aviation:

Ability to use low-cost, low-octane fuels, without increased consumption.

Faster speed—up to maximum limit permitted by airframe design.

Very low engine weight—less than half—increasing range or pay load.

Much improved take-off and climb—permitting use of shorter runways, with greater safety and better schedules.

Smoother operation—for passenger comfort, also lower maintenance and overhaul costs.

Quieter operation—more restful and pleasant travel.

Usable in present aircraft—no costly modifications in changing over to turbine power.

When General Motors is satisfied with its tests of these engines and they are approved for commercial use by the C.A.A., it will be possible to convert present airliners to smoother turbine power without further delay—giving America very high-speed, low-cost, regular airline service.

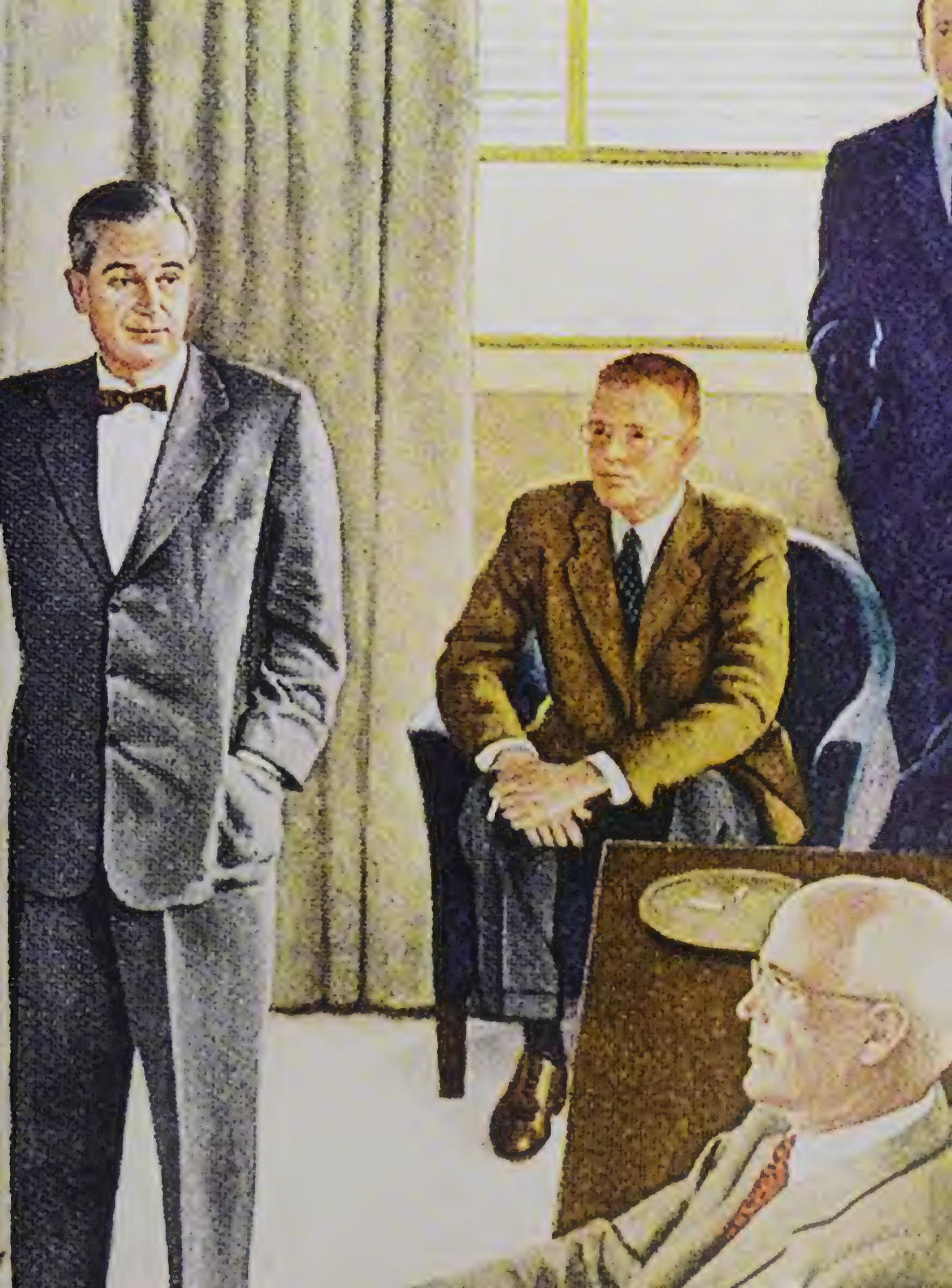
The development of the Allison Turbo-Prop engine, America's first axial flow propeller-type turbine engine, together with Aeroproducts Propellers, is another example of General Motors progress—and who serves progress, serves the nation.

Your key to Better Power "MORE AND BETTER THINGS FOR MORE PEOPLE" GENERAL MOTORS

ALLISON AIRCRAFT ENGINES • AEROPRODUCTS PROPELLERS • CHEVROLET • PONTIAC • OLDSMOBILE
BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

General Motors, 1950

▶ *American Airlines, 1951*



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passengers have now flown the Boeing 707 jetliner!

These airlines have ordered 707 or shorter-range 720 jetliners: AIR FRANCE • AIR INDIA INTERNATIONAL • AMERICAN AIRLINES • BRANIFF INTERNATIONAL AIRWAYS • BRITISH OVERSEAS AIRWAYS CORPORATION • CONTINENTAL AIR LINES • CUBANA DE AVIACION • IRISH AIR LINES • LUFTHANSA GERMAN AIRLINES • PAN AMERICAN WORLD AIRWAYS • QANTAS EMPIRE AIRWAYS • SABENA BELGIAN WORLD AIRLINES • SOUTH AFRICAN AIRWAYS • TRANS WORLD AIRLINES • UNITED AIR LINES • VARIG AIRLINES OF BRAZIL • *Also the* MILITARY AIR TRANSPORT SERVICE

BOEING 707 and 720

Boeing, 1959

▶ *American Airlines, 1950* ▶▶ *American Airlines, 1954*

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American's magnificent new Turbo Compound DC-7 Flagship is the *first* plane especially designed for NONSTOP transcontinental travel and the *only* aircraft capable of nonstop coast-to-coast service under 8 hours. This means that American now offers the fastest service between New York and Los Angeles and New York and San Francisco. The addition of the DC-7 also enables American to greatly expand its nonstop service between major cities on its 10,800 miles of routes.

So welcome aboard the Flagship Fleet for '54. Welcome *to* the most modern fleet of transport aircraft in the world. And welcome *from* American's 17,000 trained personnel whose friendly attentive service has long set the standard for air transportation.

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Braniff Airways, 1950

address: WASHINGTON

Here in the Nation's Capital—world center of free Government and keystone of Democracy—is the home of Capital Airlines.

From "address: Washington," Capital directs the operation of its vast system of 73 cities—from the Atlantic to the West, from the Great Lakes to the Gulf. One of the nation's leading carriers, Capital last year served nearly a million and a half passengers. And Capital's 23 years of experience is your assurance of *greater comfort, greater safety* and *better service.*

450 flights daily serving these Capital cities:

Capital AIRLINES

Capital Airlines, 1950

United Air Lines, 1956

Ever watch this great team in action?

Perhaps you've wondered how United Air Lines holds to its schedules. Here's part of the answer: a scene that's repeated thousands of times yearly at United terminals, with the team work of competent people—the precision of careful planning.

You see the great Mainliner taxi from the runway and pivot on its loading station. Even before it stops rolling, you notice that lift trucks, tankers, tanque and other ground units are moving toward it.

There are dozens of things to do in the next few minutes. Fuel, mail, express, freight, luggage, meal service, mechanical inspections . . . these are just a few. You're conscious of great activity. But as you watch you see no confusion . . . no waste motion.

You see efficiency, thoroughness and consideration for the passengers. You see the Mainliner take off on time. Then it comes to you that here are many of the qualities that make United such a fine and dependable way of travel. You've been watching, in miniature, a great airline at work.

THE NATION'S NUMBER 1 COAST-TO-COAST AIRLINE

§ Today Mainliner fares are often less than the cost of first class surface travel. § For reservations, call or write United or see an Authorized Travel Agent.

UNITED AIR LINES

PASSENGERS • MAIL • EXPRESS
FREIGHT • AIR PARCEL POST

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United Air Lines, 1951

ONLY COAST-TO-COAST ALL RADAR FLEET

IT COULD ONLY BE ONE AIRLINE

UNITED AIR LINES

You're sure of more on-time arrivals and smoother, more comfortable flights on United's radar-equipped Mainliners®. United, the Radar Line, is the only coast-to-coast airline with radar on every plane. Radar "X-rays" weather up to 150 miles ahead, shows where storm centers are, helps the pilot

United Air Lines, 1958

THE NATION'S NUMBER 1 COAST-TO-COAST AIRLINE

United carries more coast-to-coast passengers than any other airline. It is U.S. Air Mail Route No. 1, officially and the pioneer in many great advances.

For example, United was the first airline to carry passengers from coast to coast. It was the first major airline to centralize operations control for better on-time performance. First to offer stewardess service. And backed by such experience, United's leadership continues in improvements for the present and the future.

One of the latest of such forward strides has been the success of United's program to increase the year-round schedule dependability of air travel.

Yet, while the dependability, comfort and speed of Mainliner travel have increased steadily, the cost of your ticket is only about 1% above 1941. This is in contrast to increases that are several times that amount for other forms of transportation.

Today United Mainliner travel often costs less than standard 1st class rail plus lower berth, tips, and meals en route! In *value, too,* The Main Line Airway leads the way.

For reservations call or write United or your Authorized Travel Agent

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RECIPIENT OF THE 1956 FASHION ACADEMY GOLD MEDAL AWARD FOR STYLING AND LUXURY

United Air Lines, 1950

The air is yours... **use it**

to travel above the bad weather

IN these uncertain times it is more important than ever to save time when you travel. Businessmen are finding that modern airliners can fly around or over bad weather in any season. They save precious hours, and often days, in reaching their destination. Ask any airline representative or travel agent to tell you more about the speed and dependability of air travel.

United Aircraft

CORPORATION

EAST HARTFORD, CONNECTICUT

Makers of Pratt & Whitney Engines, Hamilton Standard Propellers, Chance Vought Aircraft and Sikorsky Helicopters for the U. S. Armed Forces and the Finest Airlines in the World.

United Air Lines, 1950

UNITED AIR LINES

A JET AGE "FIRST" IN EXTRA CARE

United Air Lines is the first—and only—airline with an electronic jet "airplane," the DC-8 flight simulator, built by Link Aviation, Inc. The simulator shown below realistically duplicates every phase of jet flight, with actual instruments, controls, sound, motion and an airport panorama that unfolds before pilots as they "land" and "take off." United flight crews trained in the simulator will be expert in all jet flight procedures before they actually fly new DC-8 Jet Mainliners. United's captains average 3,000,000 miles in the air, yet they regularly "fly" in flight simulators for extra skills. United is the world's largest airline user of these electronic devices for jet and piston-engine aircraft—another reason for that extra care you enjoy on United Air Lines.

YOU GET EXTRA CARE AT THE REGULAR FARE—ON UNITED, THE RADAR LINE

United Air Lines, 1958

Pan American Air Lines, 1959

PAN AM

Only seven hours to brush up on your French

The superb Boeing 707 jet airliner goes into service first across the Atlantic, and within weeks across the United States.

You'll be delighted with the feeling of solid security you get from flight aboard this swift new skyliner. It begins the moment of take-off, as abundant, jet-smooth power lifts the 707 effortlessly to cruising altitude. You'll fly serenely through high, weatherless skies.

In just 60 minutes, you're almost 600 miles out of New York. In scarcely six hours you'll be trotting out your best French for the *douanier* at Paris.

The spacious cabin is peaceful and quiet, and completely free from vibration. There is only luxurious comfort, and a sense of exhilaration from the almost magical ease and smoothness of 707 flight.

Even if you're a veteran airline traveler you'll find flight in the 707 truly exciting—and secure. The 707 is the most thoroughly flight-tested aircraft ever to enter commercial service.

These airlines have ordered 707s or shorter-range 720s:
AIR FRANCE • AIR-INDIA INTERNATIONAL • AMERICAN AIRLINES
BRANIFF INTERNATIONAL AIRWAYS • BRITISH OVERSEAS AIRWAYS CORPORATION • CONTINENTAL AIR LINES
CUBANA DE AVIACION • LUFTHANSA GERMAN AIRLINES
PAN AMERICAN WORLD AIRWAYS • QANTAS EMPIRE AIRWAYS
SABENA BELGIAN WORLD AIRLINES • SOUTH AFRICAN AIRWAYS
TRANS WORLD AIRLINES • UNITED AIR LINES • VARIG AIRLINES OF BRAZIL • *Also the* MILITARY AIR TRANSPORT SERVICE

BOEING 707 and 720

Boeing, 1958

That first meal is the hardest

...*but not for You!*

You are looking at a meal in a mock-up.

The Stewardess serving dinner is a *trainee*. She is going to BOAC's school in Heston, near London, for 12 weeks... before being allowed to serve her first meal in a BOAC aircraft.

At the moment, she is facing her most critical "passengers"... her own fellow Stewards and Stewardesses. They themselves are veterans. They know every move she should make in serving. They will catch her out in the slightest error.

Maybe now she's flustered by their scrutiny. Maybe she's taken aback by their questions in French or Italian. (She must know at least one extra language.)

Some day, all the strict training will be behind her. Some day, *she* will have made a hundred crossings! Some day, she, too, will be a veteran.

You will find her... when she serves *you*... competent, cheerful, courteous to a fault.

BOAC's British cabin-attendance is not indoctrinated in a day. You will not forget it in a long time!

No other airline can provide it.

Equipment: BOAC flies you in the most modern aircraft, including "DC-7C's", jet-prop "Britannias" and pure jet "Comet 4's".

Classes of Fares... BOAC tickets cost exactly the same as those of other scheduled airlines. Round-trip, New York to London, they are de Luxe $873, First Class $783, Tourist $567, Economy $453.60. (Subject to change after April 1st.)

Travel Agents' requests for your reservations are honored at all BOAC offices. They can give you travel and tour literature, timetables and answers to your individual questions.

B·O·A·C **WORLD LEADER IN JET TRAVEL**

BRITISH OVERSEAS AIRWAYS CORPORATION

Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Toronto, Vancouver, Winnipeg.

BOAC, 1959

TWA, 1951

Delta Air Lines, 1958

Capital Air Lines, 1953 ◀ Delta Air Lines, 1952

Douglas Aircraft, 1953

▶ TWA, 1950

Explore colorful, cosmopolitan San Francisco and Hollywood. Or simply loaf in the sun along beautiful Pacific shores, enjoying the extra time TWA gives you.

Your camera lens captures unbelievable colors in the glorious Southwest, where outdoor fun reigns in the wide-open spaces of dude ranches and resorts.

For wonderful fishing, fly TWA to Chicago and head North to the pine-forested lake country. There's camping, resort life, golfing, swimming and sailing.

Look for the new, the old, the smart and unique in New York—served by more than 25 TWA flights daily. It's a vacation full of memorable sights and experiences.

New England holds a treasure Americana, cool salt breezes al Cod and dunes and sparkling fre lakes nestled in the mountains.

Where in the world can you go on just 2 weeks' vacation?

Here's an easy way to measure your own new horizons along the HIGH ways of TWA.

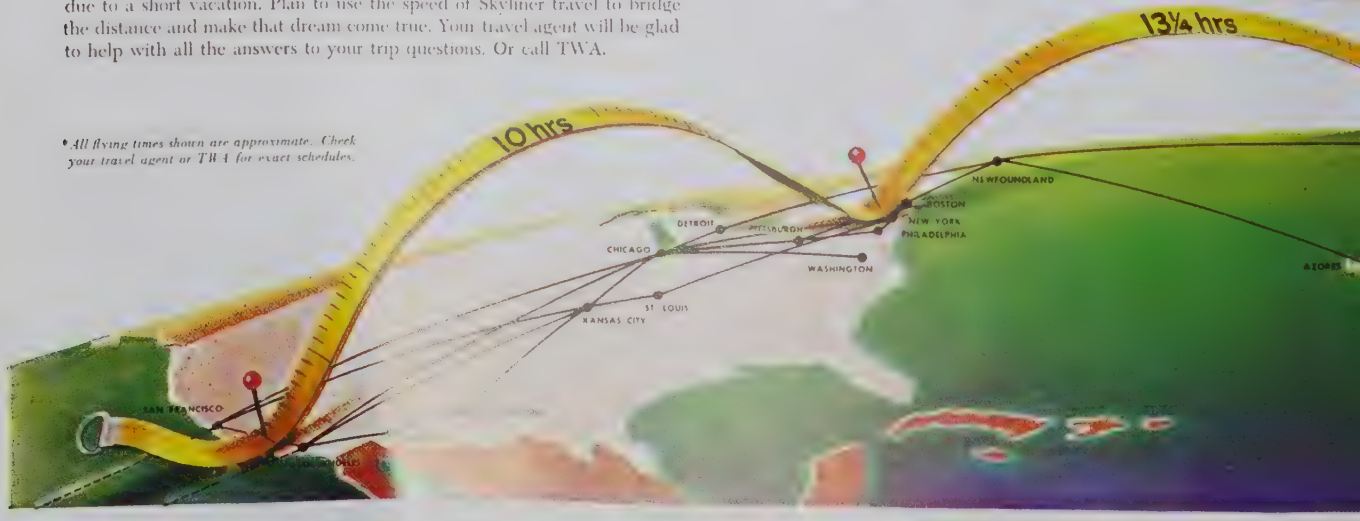
You pick the places you'd *like* to go, then check the TWA time-map below.* Possibilities are TWA can save you so much travel time you actually *can* go . . . even with limited vacation time off! And TWA fares are surprisingly easy on your budget.

So forget the old, usual vacation haunts. This year, follow the TWA highway to the Great Southwest, to the east or west coast; to the mountains; to the seashores; to the Golden Gate or the Grand Canyon or the canyons of New York. You pick it—you measure it—you can make it, easily, probably in mere hours from where you are right now!

But perhaps your eyes are on the Old World . . . way, way overseas. How far is it by TWA? Look at the map again and see what a vast distance one single day's flight can cover. Yes, you *can* go to Paris on a two weeks' vacation. You can go to Switzerland, to Rome; to Cairo; to Lisbon; to Madrid. You can take your pick of these and many other famed holiday centers and resort lands along TWA's direct world routes and *still keep well within the practical time limits of a short vacation!*

If *you* have been dreaming about a certain trip, don't put it off this year due to a short vacation. Plan to use the speed of Skyliner travel to bridge the distance and make that dream come true. Your travel agent will be glad to help with all the answers to your trip questions. Or call TWA.

**All flying times shown are approximate. Check your travel agent or TWA for exact schedules.*



ner in Ireland is a season of color-enes and fun-filled events . . . from t fairs and fine racing to the famous n Horse Show in August.

For leisurely sight-seeing, try the quiet lanes of provincial France. For gaiety and sidewalk cafes—there's nothing like Paris! 16 TWA flights weekly from the U. S.

Like luxurious living? Then take a 300-mph TWA Skyliner to the Mediterranean area. You'll find the finest hotels and smart casinos on the world-famous Riviera.

Motoring offers rich rewards in the Swiss Alps, where breath-taking new scenes await you at every turn. And car rentals are reasonable in Europe.

Magnificent monuments and ancient art masterpieces are everywhere in Rome, scene of the Holy Year observances. Less than a day from the U. S. by TWA.

Part of the pleasure on your vacation will be the few pleasant hours en route, when you travel by world-proved 300-mph TWA Skyliner. As soon as you board, the thoughtful TWA hostess sees that you're comfortably settled in a deep, reclining seat. She'll bring you magazines, playing cards, writing material . . . serve you delicious hot meals when it's time to eat. As you relax and rest, your dependable Skyliner speeds you to your destination in *hours* instead of days.

TWA

TRANS WORLD AIRLINE

TWA

Across the U.S. and overseas . . . you can depend on

TWA

TRANS WORLD AIRLINE

U.S.A. · EUROPE · AFRICA · ASIA

Ship almost anything anywhere by TWA Air Cargo—fast, dependable, low-cost! For mail and small packages, use air mail and air parcel post.

2¾ hrs

3 hrs

5½ hrs

12 hrs

PARIS

ZURICH

GENEVA

MILAN

MADRID

LISBON

ROME

ATHENS

ALGIERS

TUNIS

TRIPOLI

BENGASI

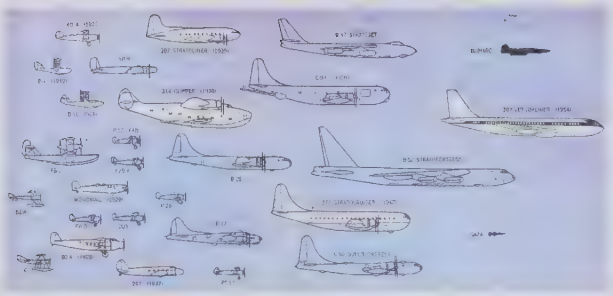
TEL AVIV

CAIRO

BASRA

DHAHRAN

A. Leydenfrost



From Boeing have come the pioneering passenger planes . . . the mighty fortresses . . . the flying boats . . . all part of the family tree of America's first jet airliner, the incomparable Boeing 707.

Aboard the Boeing 707 you'll enter the age of jet travel in a plane flight-tested three years . . . cruise across continents and seas . . . in luxurious comfort and quiet . . . at 600 miles an hour.

These airlines already have ordered Boeing 707s: [illegible] **BOEING 707**

Boeing, 1957

What's doing at Douglas ——— *WORLD'S LARGEST BUILDER OF AIRCRAFT*

On most of the world's leading airlines it's

"*Queen of the fleet*"

DC-6 air conditioning is even smoke-proof! In the Douglas DC-6 and DC-6B, the temperature and humidity of the cabin air are controlled for perfect comfort—and this air is completely replaced every three minutes with fresh outside air. Make your next trip on a Douglas DC-6 airplane; see your airline or travel agent.

The Douglas DC-6 and the DC-6B, above, are the choice of most major airlines for operating four-engine airplanes. Hundreds are now in service. They are also the 2-to-1 choice of experienced air *travelers*, according to a nationwide survey.

Jet "Skyray" has rocket stingers! Douglas builds the Navy's Skyray interceptor for use on aircraft carriers. Today, 58% of Douglas production is military.

Only Douglas builds all four airplane types: piston-engine, turbo-prop, jet, rocket . . . and guided missiles, too.

Twice as many people fly **DOUGLAS** as all other airplanes combined

Douglas Aircraft, 1953

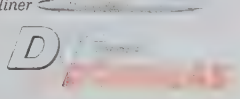
Your fastest way to tomorrow—the DC-7

Whatever your reason for getting there faster...

Nothing beats the DC-7—world's fastest airliner

You go up to *50 mph faster* in the new DC-7 than in any other airliner—its top speed is 410! You fly in luxury, too, with scores of new comforts, new conveniences.

Next time, be sure to go by DC-7. See why twice as many people fly Douglas as all other airplanes *combined*.



HOLIDAY NOVEMBER

Douglas Aircraft, 1953 ◀ *Douglas Aircraft, 1956*

MAUREEN O'SULLIVAN and her children [illegible] on Ireland on the World's Most Experienced Airline

Q. Which airline carries the most passengers to Europe?

A. PAN AMERICAN, the only airline that has completed over 48,000 Atlantic crossings . . . and the only airline that can fly you direct to so many European cities.

Pan American Air Lines, 1955

THE NEW BLUE HIGHWAY

Eight miles higher than you stand, in the peaceful purple-blue of the stratosphere, a flawless open road is almost ready for you.

So soon now, you'll skim along this wide blue highway in the DC-8 Jetliner at a pace to rival the speed of sound, with the whims of weather far below.

On this endlessly beautiful celestial thoroughfare in the DC-8, distance will all but surrender. The earth, so small now, will shrink a good deal more. Time will tick at a different tempo.

But your rewards in the jet age will be measured by more than time and space. Startling beauty will unfold for you . . . spectacles from the universe of stars and moons and sun, never so close to you before. And for your spirit, an unearthly sense of serenity.

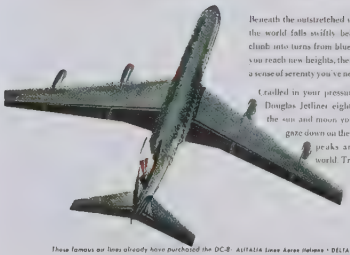
It will soon be yours, this magic highway. And on its way to lift you to this thrilling new realm of flight is . . . the Douglas DC-8 Jetliner.

These fourteen airlines already have purchased DC-8's: Delta Air Lines • Eastern Air Lines • Japan Air Lines • KLM Royal Dutch Air Lines National Airlines • Olympic Airways • Pan American World Airways • Panagra • Scandinavian Airlines System • Swissair • Trans-Canada Air Lines Transports Aeriens Intercontinentaux • Union Aeromaritime de Transport • United Air Lines

Douglas Aircraft, 1951

The DC-8, now in flight, will soon carry you to new heights of luxurious air travel.

DC-8 introduces you to Her Serene Highness – the Stratosphere



Beneath the outstretched wings of the DC-8, the world falls swiftly below. The sky you climb into turns from blue to purple, and as you reach new heights, there comes over you a sense of serenity you've never known before.

Cradled in your pressurized cabin in the Douglas Jetliner eight miles high, with the sun and moon your neighbors, you gaze down on the toylike towns and peaks and waters of the world. Tranquilly suspended in the clear quiet of the stratosphere, you experience no sense of speed, no vibration, no engine's roar . . . nothing but a beautiful peace of mind and body.

But the DC-8 offers you more than speed and serenity. It brings you a family history of experience, dependability and comfort unmatched in the annals of flight. It is this – *and more* – which makes passengers and pilots look up to Douglas. You'll sense it all when you take your first flight in the fabulous . . .

DOUGLAS DC-8 JETLINER

Built by the most respected name in aviation

These famous airlines already have purchased the DC-8: ALITALIA Linee Aeree Italiane • DELTA AIR LINES • EASTERN AIR LINES • JAPAN AIR LINES • KLM ROYAL DUTCH AIR LINES NATIONAL AIRLINES • OLYMPIC AIRWAYS • PANAGRA • PANAIR DO BRASIL • PAN AMERICAN WORLD AIRWAYS • SCANDINAVIAN AIRLINES SYSTEM • SWISSAIR TRANS-CANADA AIR LINES • TRANS CARIBBEAN AIRWAYS • TRANSPORTS AERIENS INTERCONTINENTAUX • UNION AEROMARITIME DE TRANSPORT • UNITED AIR LINES

Douglas Aircraft, 1958

The Douglas DC-8 in flight, proud leader of the most respected name in aviation

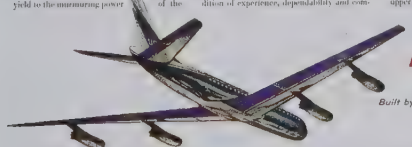
Look up to the DC-8 . . . world's newest jetliner!

Into the skies—from the Northern Lights to the Southern Cross—flies the Douglas DC-8. And with this flight, travel by air reaches a new high level of performance and comfort.

In the still, blue stratosphere, the miles tick away on the wings of the most modern of passenger planes. The earth's masses of land and water, awesome as they are, yield to the murmuring power of the DC-8's jet engines. Cradled in peace and luxury, you now can reach the world's farthest corners in less time than it takes the sun to go full circle.

But speed alone is not what distinguishes Douglas from all other names in aviation. The DC-8—like each of its world-famous predecessors—takes to the skies a Douglas tradition of experience, dependability and comfort unrivalled in the annals of flight. It is this – *and more* – which makes passengers and pilots look up to Douglas . . . it results, in part, why more people and more airlines fly Douglas than all other airplanes combined.

Your own personal introduction to the jet age is not far off. Like so many others, you will experience it in the nonpareil of the upper air, the fabulous . . .



DOUGLAS DC-8 JETLINER

Built by the most respected name in aviation

These famous airlines already have purchased the DC-8: ALITALIA Linee Aeree Italiane • DELTA AIR LINES • EASTERN AIR LINES • JAPAN AIR LINES • KLM ROYAL DUTCH AIR LINES NATIONAL AIRLINES • OLYMPIC AIRWAYS • PANAGRA • PANAIR DO BRASIL • PAN AMERICAN WORLD AIRWAYS • SCANDINAVIAN AIRLINES SYSTEM • SWISSAIR TRANS-CANADA AIR LINES • TRANS CARIBBEAN AIRWAYS • TRANSPORTS AERIENS INTERCONTINENTAUX • UNION AEROMARITIME DE TRANSPORT • UNITED AIR LINES

Douglas Aircraft, 1958

The Flying Tiger Line Inc., 1952

Convair, 1958

American Airlines, 1958

► *SAS Air Lines, 1954*

S·A·S *inaugurates*

FIRST NEW ROUTE TO EUROPE

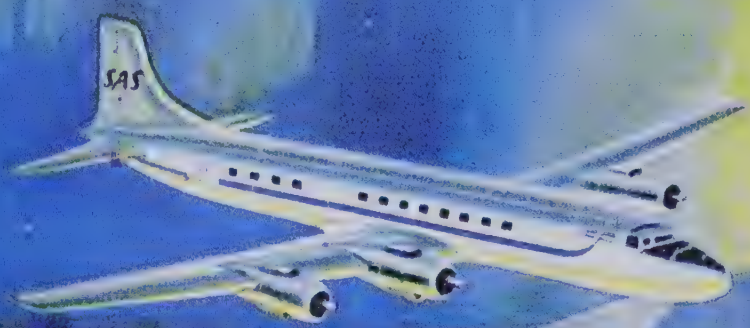
in a thousand years!

Since Viking days, both ships and planes have followed ocean lanes to Europe.

Now, S·A·S opens a *true direct route, north over the short polar path,* from Los Angeles to Copenhagen and all Europe, to Africa and Asia.

Royal Viking passengers cruise in regal comfort over Canada and Greenland, dine on continental cuisine with vintage wines, sleep in air-foam berths. No change of planes now, from California to the Continent, with first class luxury all the way.

Royal Viking flights, too, from New York to Europe, Africa, Near and Far East.



Leadership demands constant achievement

20 Distinguished World Airlines

have selected

THE CONSTELLATION & SUPER CONSTELLATION

On every continent of the world leading airlines fly the famous Constellation. Today more people fly over more oceans and continents on the Constellations of these great airlines than on *any other modern airplane*. It is also the leader on the most traveled route, the North Atlantic. This successful operation by international airlines established the Constellation's record for dependable performance—leading to the development of the new Super Constellation, today's finest transport airplane. Altogether 20 distinguished airlines have selected the Constellation and Super Constellation. Whenever or wherever you travel, insist on the dependable service of these airline leaders.* If there is no local airline office, see your travel agent.

* *Listed above on travel posters.*

LOCKHEED

BURBANK, CALIFORNIA • ATLANTA, MARIETTA, GEORGIA

Lockheed, 1955

Florida, 1950

▶ *Northwest Airlines, 1955*

N O R

WEST
NWA

Braniff Airways, 1953

Lockheed, 1951

Lockheed, 1955

Sunny Hawaii...exotic foods...lazy days...silver surf

HAWAII—where it's always springtime—it's near as tomorrow when you fly Northwest. And what a way to go to Hawaii! Before you know it you're wrapped in golden sunshine lazing on a breeze-kissed beach. You fly in Royal Aloha Service luxury aboard fast DC-6B's with two-abreast seating and exclusive Twin-Screen Radar. You're treated to complimentary champagne . . . delicious hot meals . . . beverage service is available. All at low, low tourist fares. And you can take advantage of Northwest's lowest-cost Fly Now—Pay Later plan. Only 10% down. So stop dreaming, start planning today! See your travel agent or call

NORTHWEST *Orient* AIRLINES

32 years of superior Airmanship

Fly NWA's Royal Aloha Service with complimentary champagne. For more information mail the coupon today.

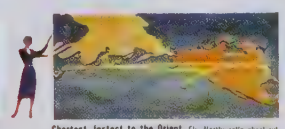
Northwest Orient Airlines, 1955

Come aboard and see **NORTHWEST** *Orient* **AIRLINES**
great new **SUPER CONSTELLATIONS**
(World's finest overseas airliners)

Huge cabins create restful atmosphere of spaciousness. Big, wide comfortable seats and altitude conditioning invite complete relaxation. Northwest's Super Constellations are coming soon on both the famous "Hawaiian Express" and "Orient Express."

New look, new luxury is typified by the smart modern lounge, providing an intimate club atmosphere. Appointments throughout are styled to make your flight a gala occasion. Comfortable low-cost Tourist service, as well as luxurious First Class, available.

Tempting meals are served in the grand manner, with the finest china and silverware. You can enjoy your favorite beverage, too! Thoughtful attention to your comfort makes your Super Constellation trip to Honolulu or the Orient the finest you've ever had!



Shortest, fastest to the Orient. Fly Northwest's short cut route from cities coast to coast to Alaska, Tokyo, Korea, Okinawa, Formosa, Manila . . . and to Hong Kong via Hong Kong Airways. Only Northwest offers this one-airline through service.

Northwest Airlines, 1955

Grandmother and child are as in years "Mommy" in Santiago, Chile . . . photographed in a corner of "Fiesta Lounge" aboard *El Inter Americano*

"When your mommy was just your age–we flew in South America with Panagra!"

Like this grandmother who's introducing the 3rd generation to the world's friendliest airline, many of our passengers have been flying with us since 1928 . . . when Panagra pioneered air service on South America's West Coast.

Today, Panagra offers ten flights weekly to South America . . . all by latest-type pressurized planes. Choose deluxe *El Inter Americano*, daily DC-6, or thrifty *El Pueblo*, DC-6B tourist service. Call your Travel Agent or Pan American World Airways, U.S. Sales Agent for

PANAGRA
Pan American-Grace Airways

Panagra Airways

TWA Captain Thomas Lynch belongs on Flight 1

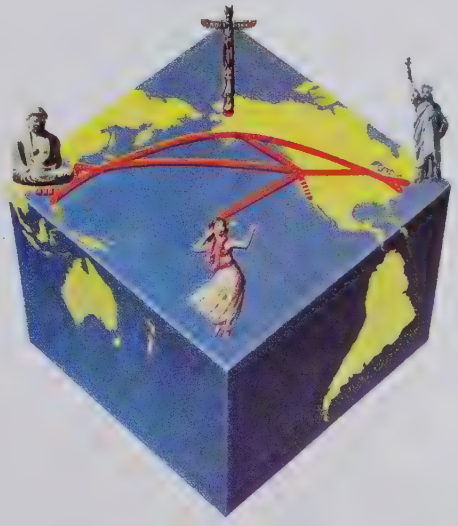
We're proud of our clock-watchers at TWA!

It takes *team* work to send the mighty Jetstreams winging to their destinations all over the world, departing *on schedule*, arriving *on time!* And it takes a *big* team of clock-watchers to do it . . . maintenance men, weather analysts, flight dispatchers, operating crews. TWA is proud of them. You'll understand why . . . when, after the smoothest, most luxurious flight you've ever had . . . *your* TWA plane taxis in *on time!* For reservations, telephone your travel agent or nearest TWA office today.

FLY THE FINEST... FLY TWA TRANS WORLD AIRLINES

*Jetstream is a trade mark owned exclusively by TWA

TWA, 1958



4 corners of the earth
. . . only hours apart

NORTHWEST AIRLINES

EXCLUSIVE STRATOCRUISERS COAST TO COAST...HAWAII...ALASKA...THE ORIENT

Northwest Airlines, 1952

Vacation Corner

of the

Delta-C&S Golden Triangle

Golden Crown DC-7's - Fastest to

Miami Beach

and the Caribbean

Royal Biscayne . . **CHICAGO-MIAMI** . . 3⅓ hrs. Non-Stop
Royal Hibiscus . **CINCINNATI-MIAMI** . . 3 hrs. Non-Stop
Royal Poinciana . . **ATLANTA-MIAMI** . . . 2 hrs. Non-Stop

Also the Royal Ranger, ***Chicago-St. Louis-Houston***
Coming in April, DC-7 service, ***Atlanta-Birmingham-Dallas-West Coast***
and ***Chicago-New Orleans-Havana-Montego Bay-Caracas***

Fly Now—Pay Later
No Down Payment

Delta-C&S Flies on Seth Thomas Time

Delta-C&S AIR LINES

General Offices:
Atlanta, Georgia

Delta Air Lines, 1955

Delta Air Lines, 1954

▶ *TWA, 1953*

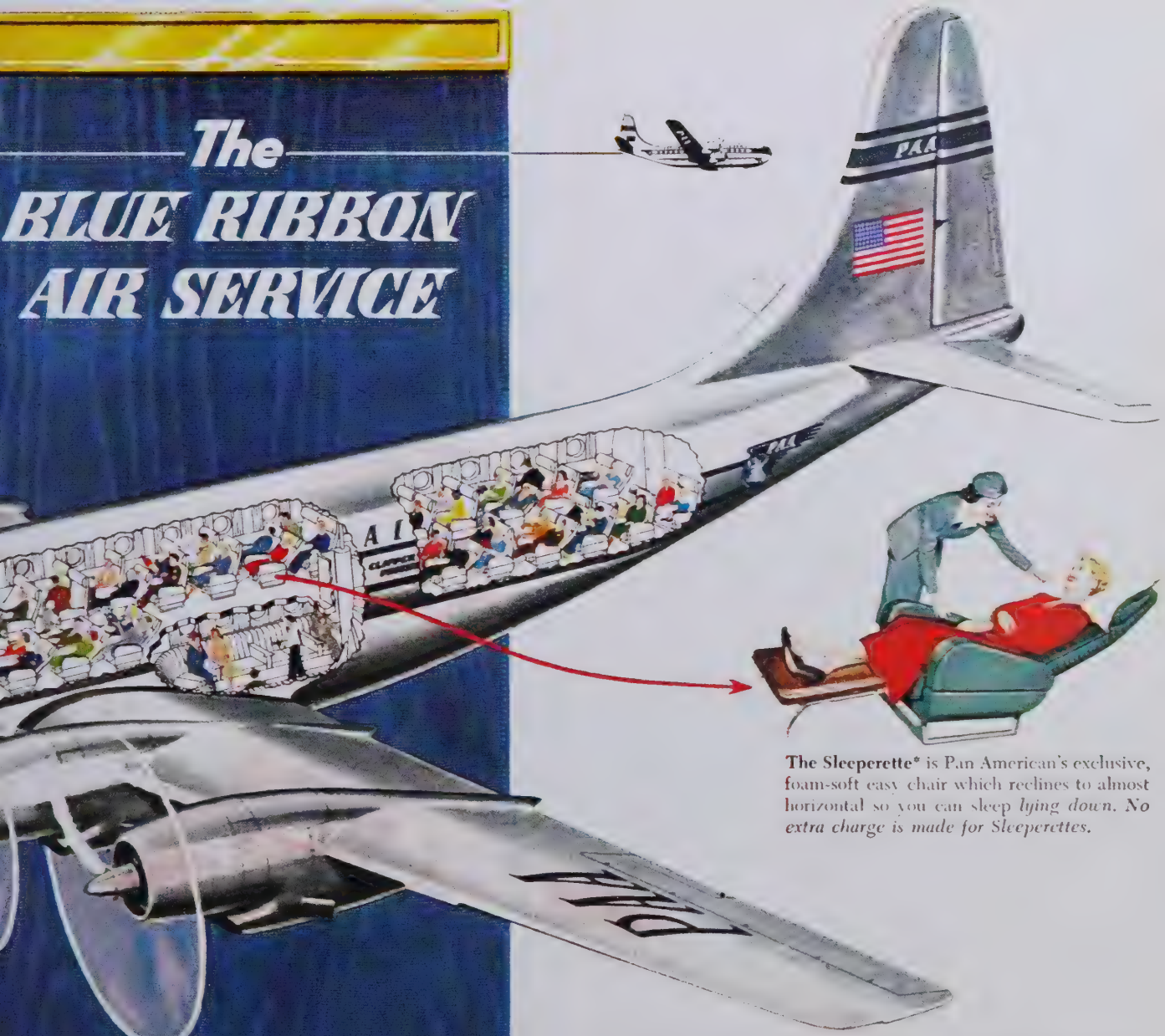
TWA
TWA

"El Presidente"

Step aboard at New York and step out at Rio de Janeiro in 20⅔ hours . . . fly on to Buenos Aires in 6⅓ hours. This is a deluxe all-sleeper service with double-decked "Strato" Clippers.

This is the way to travel! "El Presidente" leaves New York, Mondays, Thursdays and Saturdays, at 11:0[illegible] A.M. Your first stop is Port-of-Spain early the same evening. 9:40 the next [illegible]ing you step out, fresh as a daisy, at Rio de Janeiro—or continue on to B[illegible]s Aires, arriving there at 5 in the afternoon.

The BLUE RIBBON AIR SERVICE



The Sleeperette* is Pan American's exclusive, foam-soft easy chair which reclines to almost horizontal so you can sleep *lying down. No extra charge is made for Sleeperettes.*

PAN AMERICAN

WORLD'S MOST EXPERIENCED AIRLINE

On "El Presidente" nobody sits up at night! You have your choice of a Sleeperette seat (above) at no extra charge, or of fifteen upper berths at $10 and two lower berths at $20. Berths are big, wide and comfortable.

—And there are many, many other luxuries aboard "El Presidente." This is, without question, the Blue Ribbon service of the Western Hemisphere! . . . You are served a 7-course Continental dinner with vintage wines . . . You are waited on by extra cabin attendants—and there's even Lanvins' *Arpège* perfume for the ladies!

No wonder a blue carpet is rolled out for every departure of "El Presidente"! It climaxes 23 years of Pan American service between the U.S.A. and Latin America. Yet the surcharge all the way from New York to Rio is only $10; to Buenos Aires, only $20. For reservations call your Travel Agent or Pan American's nearest office.

*Trade Mark, Reg. U.S. Pat. Off.

Borg-Warner, 1954

Pan American Air Lines, 1958

Pan American Air Lines, 1950 ◄◄ Sheraton Hotels, 1955 ◄ American Air Lines, 1952

American Airlines, 1953

TWA, 1951

TWA, 1950

▶ United Air Lines, 1958 ▶▶ United Air Lines, 1952

UNITED A
UN
AIR
IN SAN FRANCISCO

R LINES

Leave New York at noon—reach Los Angeles before 5 p.m. on United Air Lines' DC-7s, nonstop coast to coast!

ALREADY OFFERING your fastest flights, nonstop between San Francisco and New York—United's de luxe DC-7 Mainliners® now are also flying nonstop between New York and Los Angeles. You can leave New York on "the Continental" at noon, arrive in Los Angeles at 4:55 p.m. (local times). Eastbound it's only 7¼ hours nonstop!

And starting July 1: nonstop DC-7 service between Chicago and these cities: San Francisco, Los Angeles, New York. You can enjoy the finest coast-to-coast travel in history on United Air Lines' DC-7s—including the only nonstop flights from San Francisco to New York, fastest by over an hour, and the fastest service, also, from Manhattan to the Golden Gate.

Along with this magic speed superb comfort! Full-course meals prepared by United's famous chefs . . . beverages and other enjoyable "extras" . . . extra-fast baggage delivery from a special baggage compartment adjoining the main cabin (a United exclusive) . . . many other new ideas that make United's DC-7s the finest in the sky!

The Main Line Airway—to 80 Cities

UNITED AIR LINES

FOR RESERVATIONS CALL OR WRITE UNITED OR AN AUTHORIZED TRAVEL AGENT

United Air Lines, 1954

United Air Lines, 1952

The air is yours... **use it**

to save yourself trouble, time and money

If you've flown on the airlines recently, you know what a fast, easy way it is to travel. When you fly, you have more time to spend at your destination. And, nowadays, it frequently *costs* you *less*, too. Ask any airline or travel agent to tell you more.

United Aircraft
CORPORATION
EAST HARTFORD, CONNECTICUT

Makers of Pratt & Whitney Engines, Hamilton Standard Propellers, Chance Vought Aircraft and Sikorsky Helicopters for the U. S. Armed Forces and the Free Nations of the World.

United Aircraft Corporation, 1950

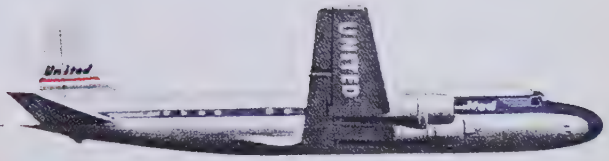
How many of these famous places have you visited?

You can visit the far-off, exciting places you've always dreamed about—even on a short vacation—if you travel by air. You'll have more time to enjoy yourself at your destination, thanks to today's fast flights and frequent schedules. Modern air travel is convenient, clean, and comfortable. The cost may be less than you think, with family travel plans or air coach rates. Any airline representative or travel agent will be glad to offer suggestions about flying to new places this year to help you get the most out of your precious vacation.

The air is yours—use it!

UNITED AIRCRAFT CORPORATION *East Hartford, Conn. • In Canada: Canadian Pratt & Whitney Aircraft Co., Ltd.*
Designers and builders of: PRATT & WHITNEY AIRCRAFT *engines,* HAMILTON STANDARD *propellers and turbine aircraft equipment, and* SIKORSKY AIRCRAFT *helicopters—for our armed forces and the finest airlines in the world.*

United Aircraft Corporation, 1957 ▶ United Air Lines, 1951 ▶▶ Lockheed, 1955



United Air Lines is the

only airline linking the East,

the Middle West, all major

Pacific Coast cities and Hawaii.

Wherever you travel,

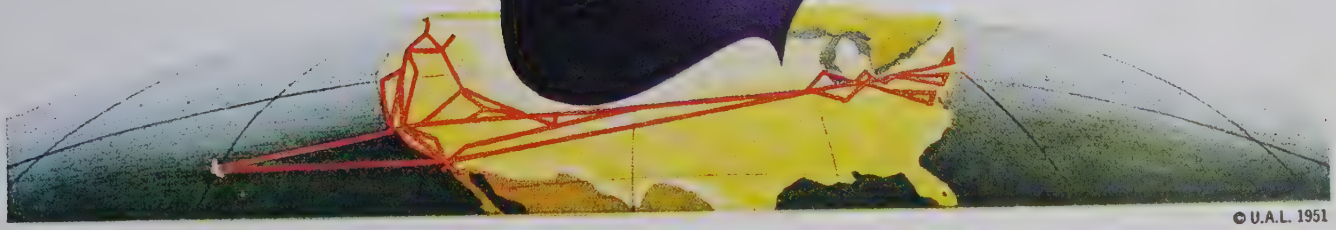
fly United's Main Line Airway—

truly the Nation's

No. 1 Coast-to-Coast Airline.

UNITED

AIR LINES



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MOST COMFORTABLE WAY TO GET THERE FAST

QUIET LUXURY TO MAKE THE TIME FLY - NEW SPEED TO SHORTEN THE DISTANCE

For all the speed, and quiet comfort, too, fly Super Constellations over every ocean and continent on these 20 leading airlines: AIR FRANCE • AIR-INDIA INTERNATIONAL AVIANCA • CUBANA • DEUTSCHE LUFTHANSA EASTERN AIR LINES • FLYING TIGER LINE • IBERIA KLM • LAV • NORTHWEST ORIENT AIRLINES PAKISTAN INTERNATIONAL • QANTAS SEABOARD & WESTERN • SLICK AIRWAYS • TAP THAI AIRWAYS • TRANS-CANADA AIR LINES TWA-TRANS WORLD AIRLINES • VARIG

LOCKHEED SUPER CONSTELLATION

Look to Lockheed for Leadership

Leadership demands constant achievement

Lockheed Presents The

Super Constellation

An even finer version of the World's Most Experienced Airliner

Lockheed's new Super Constellation combines the unmatched record of experience and dependability of the world-famous Constellation with greater speed, greater range, greater comfort and greater size—unquestionably the finest airliner in the world.

Now in service for Eastern Air Lines and soon in service for Trans World Airlines, Air France, K.L.M. Royal Dutch Airlines, Pakistan International, Qantas, Trans-Canada Air Lines, and other leading airlines.

LOCKHEED

AIRCRAFT CORPORATION, BURBANK, CALIFORNIA

Look to Lockheed for Leadership

Lockheed sets the new world standard of Quality

New Super Constellation designed for non-stop international and over-ocean travel

LEADERSHIP

DEMANDS

CONSTANT

ACHIEVEMENT

Here is an airliner so different you'll be eager to fly on it again and again—fast, dependable, spacious and luxuriously beautiful—the world's finest airliner. Counseled by famous industrial designer Henry Dreyfuss, Lockheed has created a completely new interior atmosphere for airliners catering to world travelers who appreciate non-stop schedules. In service in 1953 between America and Europe on KLM, Air France and Trans-Canada Air Lines—will also span the world's other oceans for Air India, AVIANCA, Braathens, Iberia, LAV, Pakistan International and Qantas. At your first opportunity insist on *Super Constellation* service.

Foward Cabin—Cabin No. 1 has fully reclining, adjustable chairs—deep cushioned, roomy, relaxing. As throughout the plane here is the comfort appreciated in non-stop travel.

Main Cabin—Cabin No. 2 with its extra wide aisle and broad ceiling affords unusual spaciousness. Beauty of line and color matches that of the other cabins.

The Super Constellation is the longest, largest, finest airliner ever built—with 4 superbly appointed passenger cabins, a luxurious lounge, galley and bar, 4 lavatories, crew's quarters, pilot's cabin—all air conditioned. Compartmentization creates a solid feeling of sturdiness never before achieved in any airliner.

Crew Quarters and Entrance — *No. 1 Foward Cabin* — *Lavatories* — *No. 2 Main Cabin*

Club Lounge — Cabin No. 3 is far the most unique, attractive and comfortable lounge designed for any airliner. Variety of seating allows privacy for 4 couples or mingling of groups.

Galley and Bar — Cabin No. 4 has ample space for several attendants, assuring quick service. Can be curtained off when used as entrance way.

Rear Cabin — Cabin No. 5 offers a full length view of the plane's beautiful interior with its mahogany paneling, modern lines and restful color harmony.

The Super Constellation is the most flexible airliner ever built. Converts in a few hours from first class accommodations to a high density tourist transport or partial cargo carrier.

LOCKHEED AIRCRAFT CORPORATION
BURBANK, CALIFORNIA, AND MARIETTA, GEORGIA

LOOK TO
LOCKHEED
FOR
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What's your pleasure? A Cadillac, maybe? Hertz rents Cadillacs. Hertz rents big Buicks and Oldsmobiles, too. Thousands of new Chevrolets and other fine cars. Station wagons, convertibles, sports cars. Take your pick at most Hertz offices.

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Just show your driver's license and proper identification. The national average rate for a new Powerglide Chevrolet Bel Air is only $7.85 a day plus 8 cents a mile. And that includes the cost of all the gasoline and oil you use en route . . . and proper insurance. In addition to the Hertz charge card we honor all air, rail, Diners' Club and hotel credit cards.

To be sure of a car at your destination anywhere—use Hertz' more efficient reservation service. Call your local Hertz office for fast, courteous service. We're listed under "Hertz" in alphabetical phone books everywhere! Hertz Rent-A-Car, 218 South Walnash Avenue, Chicago 4, Illinois.

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"Rent it here...Leave it there" Now, nation-wide at no extra charge! (on rentals of $26.00 or more).

Hertz Rent a Car, 1957

ANOTHER HERTZ IDEA

Now . . . you always know the way to go, when you rent a car from Hertz!

Only Hertz Rent-A-Car shows you the way to go wherever you are, wherever you're going. And only Hertz, with over 1,750 offices, makes it so easy to reserve a car, so fast to rent a car and so convenient to pick up a car at one Hertz office and leave it at another. Our low rates cover everything, too—all gasoline, oil and proper insurance. Just call your local Hertz office or see your travel agent to reserve a new Chevrolet or other fine car anywhere. It will be waiting for you on arrival. And so will a free Hertz Direction Finder Kit.

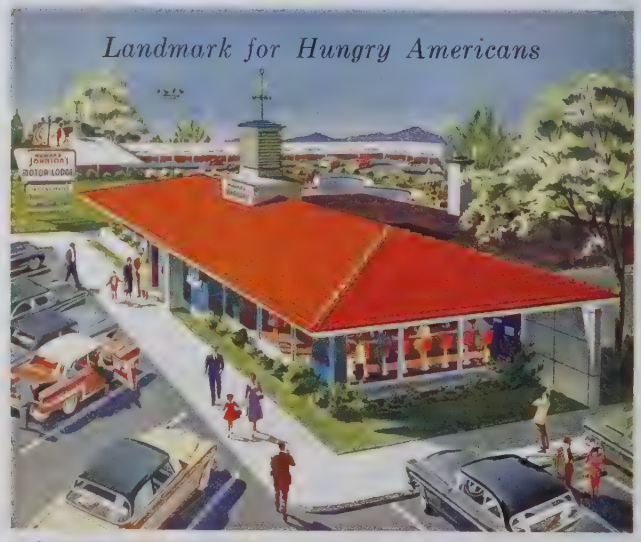
Charge Hertz rentals with your Hertz Charge Card or through your Diners' Club, American Express or Hilton Carte Blanche account. Hertz also honors Air Travel Plan and other accredited charge cards.

Hertz Rent a Car, 1959

You and your family will always find a friendly welcome at Howard Johnson's . . . a pleasant atmosphere . . . good food at sensible prices served by a waitress trained to bring you the best in courteous, efficient, friendly service . . . no matter where you travel!

HOWARD JOHNSON'S
RESTAURANTS MOTOR LODGES
Ice Cream • Candies • Take-Home Frozen Foods
"Landmark for Hungry Americans"

Lockheed, 1952 ◄◄ *Lockheed, 1952* ◄ *Howard Johnson's, 1958*



From happy experience millions of Americans know they will find a wide range of prices and courteous, friendly service under the familiar orange roofs. Howard Johnson's restaurants — featuring full-course meals, salads, sandwiches and tempting dessorts — can BE found on important highways. Today there are almost 600 and we're still growing.

HOWARD JOHNSON'S
Restaurants • Motor Lodges Ice Cream • Candies

Juicy charcoal-broiled steaks — Grilled-in-butter frankfurts — Tenderness fried clams — 28 flavors of pure, rich ice cream

LOCATIONS FOR HOWARD JOHNSON'S restaurants and motor lodges are desired on main highways and in shopping centers.
Write Howard D. Johnson Co., 89 Beale St., Wollaston, Mass.

Howard Johnson's, 1957

Hilton and Statler Hotels select Avis Rent-a-Car for their guests

These 28 distinguished hotels will deliver you a fine, new car from Avis . . . or reserve one for you when you reserve your room.

For they know the discriminating traveler wants the freedom and comfort of a personal car wherever he stays . . . on business or pleasure. And they know that Avis provides cars you are proud to drive . . . new models, sparkling clean, fully insured and serviced.

It's easy to reserve an Avis car. Call any Avis Office or Hilton-Statler—or ask your plane or train ticket agent. You can reserve a car almost anywhere in the world at Avis' 800 offices. They honor credit cards from Avis, Hilton-Statler, and many others.

Next time you travel have a new Avis car available wherever you go . . . for as long as you need it. And ask about the convenient "Rent it here—leave it there" service.

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AWAY OR AT HOME...
A CAR OF YOUR OWN

At the beautiful new Beverly Hilton, Beverly Hills, California, the transportation desk provides a guest with a new Plymouth or other fine car from Avis for $7 a day and 8¢ a mile . . . including gas, oil and insurance. (There is never an extra charge for extra passengers.)

Avis Rent a Car, 1956

▶ *Hertz Rent a Car, 1959*

BUSINESS
TRAVEL
VACAT
1959

NS
SHOPPING
CONVENTIONS

Cunard, 1954

Cunard, 1956

Cunard, 1953

Cunard, 1953

▶ Cunard, 1953

GETTING THERE IS HALF THE FUN

Crossing to Europe or cruising to faraway places . . . *don't miss* the joy of going Cunard! Days and nights of enchanted relaxation . . . laughter, music, sparkling companionship . . . and the sheer wizardry of master chefs . . . make your voyage a brilliant holiday in itself.

See your Cunard-authorized travel agent and . . . GO CUNARD

American Export Lines, 1952

Chris Craft, 1956

Italian Lines, 1952

American President Lines, 1951

EVERY VOYAGE *a cruise*

every cruise a **GAY HOLIDAY**

Fortnightly sailings all year from New York by

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Sailing on regular schedules essential to business travel . . . offering the most glamorous of holidays to those who travel for pleasure . . . the Good Neighbor Liners make a voyage for any purpose a relaxing and merry vacation. Planned and staffed for your enjoyment . . . offering congenial companionship . . . gay parties . . . deck sports . . . big outdoor swimming pools . . . complete comfort and the finest of food and service. *Consult your Travel Agent or*

TRAVEL ARRANGEMENTS TO MEET EVERY REQUIREMENT—*for business*—One-way passages to any port • Round-trip passages with liberal stopovers and travel connections for all parts of South America • Combination sea-air round trips via East or West Coast of South America . . . *for pleasure*—38-DAY CRUISES (Buenos Aires and return) • 24-DAY CRUISES (Rio de Janeiro and return) • Round trips with stopover privileges in all ports of call • 'Round South America Cruise Tours (all sea or sea-air) and extended South American Tours.

MOORE-McCORMACK *Lines*

Five Broadway New York 4

Moore-McCormack Lines, 1952

Light-hearted Latin gayety... vivid foreign charm—

in nearby

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"HOLIDAY ISLE OF THE TROPICS"

"Hawaii hears a new aloha"

Matson doubles its sailings to the Islands

Now it's easier than ever to know the thrill of Hawaii's world-famed Aloha welcome to the LURLINE and MATSONIA. Even two-week vacationers can enjoy a round trip on Matson's famous companion ships and 5 glorious days in the Islands. Or stay as long as you like. There's a Matson sailing every week to stretch your Hawaiian vacation all the way back to California. You'll love the spacious decks, sun-splashed pool, air-conditioned staterooms and lounges of the LURLINE and MATSONIA. And Matson is famous for cuisine and service. It's round-trip thrift, round-trip fun when you go Matson . . . the smart way to Hawaii. Call your Travel Agent today

Matson Lines, 1957

A chapter in your life you'll never forget

AT TOO FEW ARE THE OCCASIONS IN LIFE so gloriously immeasurably perfect in every way that one cherishes their memory for a lifetime. Yet, the moment you step aboard your luxurious Italian Line flagship you'll know in your heart that *this* trip will be one of them.

COMING SOON! *The new 25,000-ton luxury liner s.s. ANDREA DORIA. Completely air conditioned. Fine, spacious accommodations.*

You sail away from worry and care into another world of leisurely living . . . gracious service . . . superb cuisine . . . exciting visits to fascinating lands. You return rested, refreshed . . . rich in experiences you will treasure always, as you relive them in memory again and again.

Italian Line

"ITALIA" SOCIETÀ DI NAVIGAZIONE, GENOVA

Italian Lines, 1952

Cuba, 1950 ◀ *Hawaii Visitors Bureau, 1950*

Trailways, 1950 ▶ *Samsonite Luggage & Greyhound, 1956*

und
CENICRUISER
K2

MAIN LINE OF SUPPLY!

ONE of our country's most important military assets is the fleet of General Motors Diesel locomotive units now in service on the main lines of America's railroads. Railroad demand for this power has increased with the national emergency.

Although General Motors Diesels comprise less than one-sixth of the nation's locomotives, they are hauling 33% of the total freight ton-miles on U. S. railroads today.

As compared to steam engines, Diesels average 64% more ton-miles of work per hour.

They average three times as many hours per day!

Diesels haul longer trains on faster schedules—and require far less time out for maintenance, servicing and refueling. With Diesel power, every train carries more tonnage—reducing traffic congestion on the rails and speeding up release of cars for return loads.

All this has been proved by 16 years of General Motors Diesel performance in main-line service. So urgent is the demand for these modern locomotives, we are now building General Motors Diesels as rapidly as our facilities and materials permit—a program that assures American railroads a power task-force without equal for the rapid transportation of food, fuel and munitions.

GM GENERAL MOTORS LOCOMOTIVES

ELECTRO-MOTIVE DIVISION

GENERAL MOTORS • LA GRANGE, ILLINOIS

Home of the Diesel Locomotive

General Motors Locomotives, 1951

Christmas Window...on the Water Level Route

Watch New York Central trains roll past this time of year. You'll see Christmas windows by the hundred . . . bright with the most precious of all gifts, People!

Couples taking their children to see Grandmother (on money-saving Family Fares). Older folk, off to spend Christmas with married sons or daughters—enjoying every minute of New York Central comfort.

Youngsters from school or college getting a first taste of holiday fare in the dining car. Fathers, away on business, taking it easy in the club car . . . sure that New York Central will get them home "weather or no."

These are the year's favorite jobs for New York Central men and women. So whether you ride with us or meet the train . . . here's wishing you a MERRY CHRISTMAS!

Give Tickets—The Gift that Brings Them Home!
Ask any Central ticket agent how easy it is to send rail and Pullman tickets as your gift to someone you want with you at holiday time.

New York Central
The Water Level Route—You Can Sleep

New York Central, 1950

On your Western vacation, go SUNSET LIMITED

New Orleans-Los Angeles

VACATIONS ARE COMING. Make your trip to California this summer aboard Southern Pacific's exciting new *Sunset Limited* streamliner. New Orleans-Los Angeles in 42 hours.

In addition to the world's most beautiful private-car accommodations—Pullman-Chair Cars, magnificent dining and lounge facilities. Modern coach cars.

Fine streamlined connecting trains from the East and South make possible a delightful stopover in romantic New Orleans.

SEE TWICE AS MUCH. Returning this another great S P streamliner is bringing the passenger part of a grand *third* of a billion dollars expenditure for new freight and passenger equipment. Southern Pacific now offers these new streamliners on each of its seven routes across the West. Stop-and-look of name & date below ! You can combine California on one of our routes, return on another S P route through an entirely different part of the country. You actually see twice as much for little or no additional cost time. Investigate S P streamliners when you make your reservations. Discover America—and modern trains.

Write Mr. L. C. Jones, Dept 41, Southern Pacific, 100 So. Michigan Ave., Chicago 4, Ill., telling him your trip plans. He will gladly send you free, helpful planning folders and information about our trains and routes.

The French Quarter Lounge, where "Sunset Pink" really set a national fashion trend

"Sunset Limited" New Orleans-Los Angeles via Houston, San Antonio, El Paso, Tucson, Phoenix, Palm Springs

GREAT SOUTHERN PACIFIC TRAINS

SUNSET LIMITED	New Orleans-Los Angeles
PARK LIMITED (SEMI-FLAT)	Los Angeles-San Francisco
OAKLAND CITY OF SAN FRANCISCO	Chicago-San Francisco
GOLDEN STATE	Chicago-Los Angeles
SUNBEAM	Houston-Galveston
PASCADO, SHASTA DAYLIGHT	San Francisco-Portland

SOUTHERN PACIFIC LINES **S·P** AMERICA'S MOST MODERN TRAINS

Sunset Limited, 1951

NEWEST AND BEST TO THE PACIFIC NORTHWEST!

Mid-Century Empire Builder

The Ranch

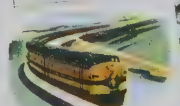
America's most unique railway car. The Ranch on the Mid-Century Empire Builder is a Western hospitality with a large, low contour. Stained, Panelled lounge—with friends, waitress-cook serves superb Great Northern food and beverages.

Day-Nite Coaches

have only 48 seats, so there's plenty of room. New type leg rests and reclining seats let you relax on long rides. Continuous luminous, with picture windows, controlled lighting.

Drawing Room

on the EMPIRE BUILDER provides ample space for an entire family and every facility for comfort at at least Four Pullman berths and two washrooms. Can be divided in sizes for additional privacy. A great way to travel!



The Western Star

Now in daily service between Chicago and the Pacific Northwest, WESTERN STAR is the new name for the train which began service in 1947 as streamlined Empire Builder. Serves Glacier National Park in Montana June 15—September 10.

The Mid-Century EMPIRE BUILDER . . . gleaming third generation of the distinguished fleet of Great Northern passenger trains preferred by discerning transcontinental travelers for nearly 25 years.

Finest of all Great Northern's great trains, the Mid-Century EMPIRE BUILDER is streamlined perfection, luxury and comfort: a modern hotel on smooth-riding rails between Chicago and Seattle-Portland and at NO EXTRA FARE!

Seven types of modern Pullman accommodations: drawing rooms, compartments, bedrooms, roomettes, duplex-roomettes, lower upper berths.

Coaches featuring reclining leg-rest seats, extra wide windows and spacious lounges.

GREAT NORTHERN RAILWAY

You go great when you go Great Northern

Great Northern Railway, 1951

Sid Caesar and Imogene Coca on NBC Television
—"Your Show of Shows"—for Samsonite!
Don't miss them and don't miss this

LUGGAGE VALUE OF A LIFETIME!

Samsonite Luggage, 1953

Samsonite Luggage, 1951

ALL OVER AMERICA GRADUATES WILL GET....CONGRATULATIONS...AND SAMSONITE

Samsonite Luggage, 1953

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CAIRO—Another Hilton Hotel! New and beautiful as the mighty TWA JETSTREAM, longest-range airliner in the world today. The magnificent, 400-room Nile Hilton, on the banks of the majestic Nile, overlooks the Pyramids, the old Citadel and the city of Cairo with its mosques, museums and historic monuments. Completely air-conditioned, it is an ideal year-round meeting place for world travelers. Surrounded by symbols of ancient civilization and Pharaonic splendor, guests will enjoy every modern comfort, convenience and famous Hilton hospitality. And, TWA will fly you direct to Cairo.

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OFFICES
THE CONRAD HILTON
CHICAGO 5, ILLINOIS

Hilton Hotels
AROUND THE WORLD

Conrad N. Hilton, President

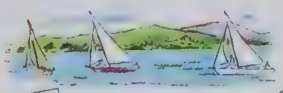
Hilton Hotels, 1959

NEW YORK STATE SIGNPOSTS

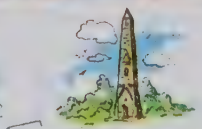
You'll always remember a visit to Niagara Falls. For mighty Niagara is truly one of Nature's wonders—a breath-taking spectacle that attracts more than three million people every year.

A boat ride on the "Maid of the Mist," a tour through the Cave of the Winds, a trip by cable car over Devil's Whirlpool—these are a few of Niagara's unique attractions. All contribute to the wonder of Niagara and to your enjoyment of this outstanding vacationland.

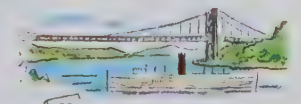
Niagara Falls is but one of the many attractions in friendly New York State. There's an endless variety of things to see and do—vacation fun to suit every taste and travel budget. For an introduction to New York State's fifteen vacation areas, mail the coupon below.



Finger Lakes Region—Sailboating and scenic beauty have made this region a favorite vacationland.



Saratoga-Lake George—See America's most famous spa, its oldest race track, and 30-mile-long Lake George.



Hudson-Taconic Region—Here you'll enjoy superb scenery, West Point, Hyde Park, and Bear Mountain State Park.

Adirondacks—Whiteface Mountain and historic Lake Champlain are outstanding features of this famous summer playground.

Central New York—Visit the Baseball Hall of Fame, the Farmer's Museum at Cooperstown, or relax on drives through quiet countrysides.

Chautauqua-Allegany Region—Chautauqua offers summer programs of music and education. Allegany, the state's largest park, is here.

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1. ☐ Adirondacks
2. ☐ New York City
3. ☐ Catskills
4. ☐ 1000 Islands-St. Lawrence
5. ☐ Niagara Frontier
6. ☐ Finger Lakes
7. ☐ Saratoga-Lake George
8. ☐ Long Island
9. ☐ Mohawk Valley
10. ☐ Central New York
11. ☐ Hudson-Taconic
12. ☐ Genesee Region
13. ☐ Chautauqua-Allegany
14. ☐ Capital District
15. ☐ Southern Tier

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*Address*_____

*City*_____ *Zone*____ *State*_____

New York State, 1953

▶ *American Express Travelers Checks, 1950*

John Travel

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Anyone
Anyone

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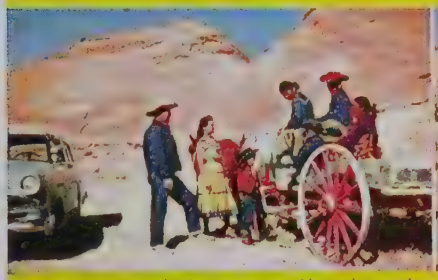
NORTH
CAROLINA

Fairyland in Stone! Carlsbad Caverns National Park is one of the world's great natural wonders. It dwarfs all other caverns in size — contains 27½ miles of lighted paths. Its formations are the most spectacular of all. Your entire family will be thrilled. Easy conducted tours. Three elevators for your convenience.

EXCITING AS A FOREIGN LAND! COMFORTABLE AS HOME!

Come enjoy a really different vacation this summer in high, cool New Mexico!

Mission Church, Isleta Pueblo. New Mexico's many interesting landmarks are closer than you think. Wherever you live in the U.S., you can drive here, tour state and return home, all within 2 weeks.



See Navaho Indians driving wagons on side roads near the main highways. Visit pueblos and reservations. Watch Indians make pottery — bake bread in outdoor ovens.

Sightseeing is fun here! New Mexico's 7000 miles of paved highways lead you to modern cities, national monuments, state parks and vast national forests.

Quaint shops, galleries, museums and distinctive architecture give Santa Fe a continental flavor.

Aztec Ruins — remnants of a culture that flourished long before Columbus, deep west America.

Hospitality Plus! You'll find good lodgings in New Mexico's more than 1600 hotels, motels, resorts and ranches. Fine restaurants here, too.

Elephant Butte Lake, tops for bass fishing. Northern lakes and streams offer trout. Excellent hunting and skiing in season.

Ride, camp, picnic in New Mexico's 8½ million acres of national forests. Days are clear, sunny. Nights cool, starlit.

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North Carolina, 1951 ◄ *New Mexico, 1955* ► *Intercontinental Hotels, 1959* ►► *South Africa, 1955*

how to work up an appetite for what's cooking in Caracas

Pirates had to eat, too, but they never had it so good as modern-day guests of the Hotel Tamanaco in Caracas, Venezuela, on the Ancient Spanish Main.

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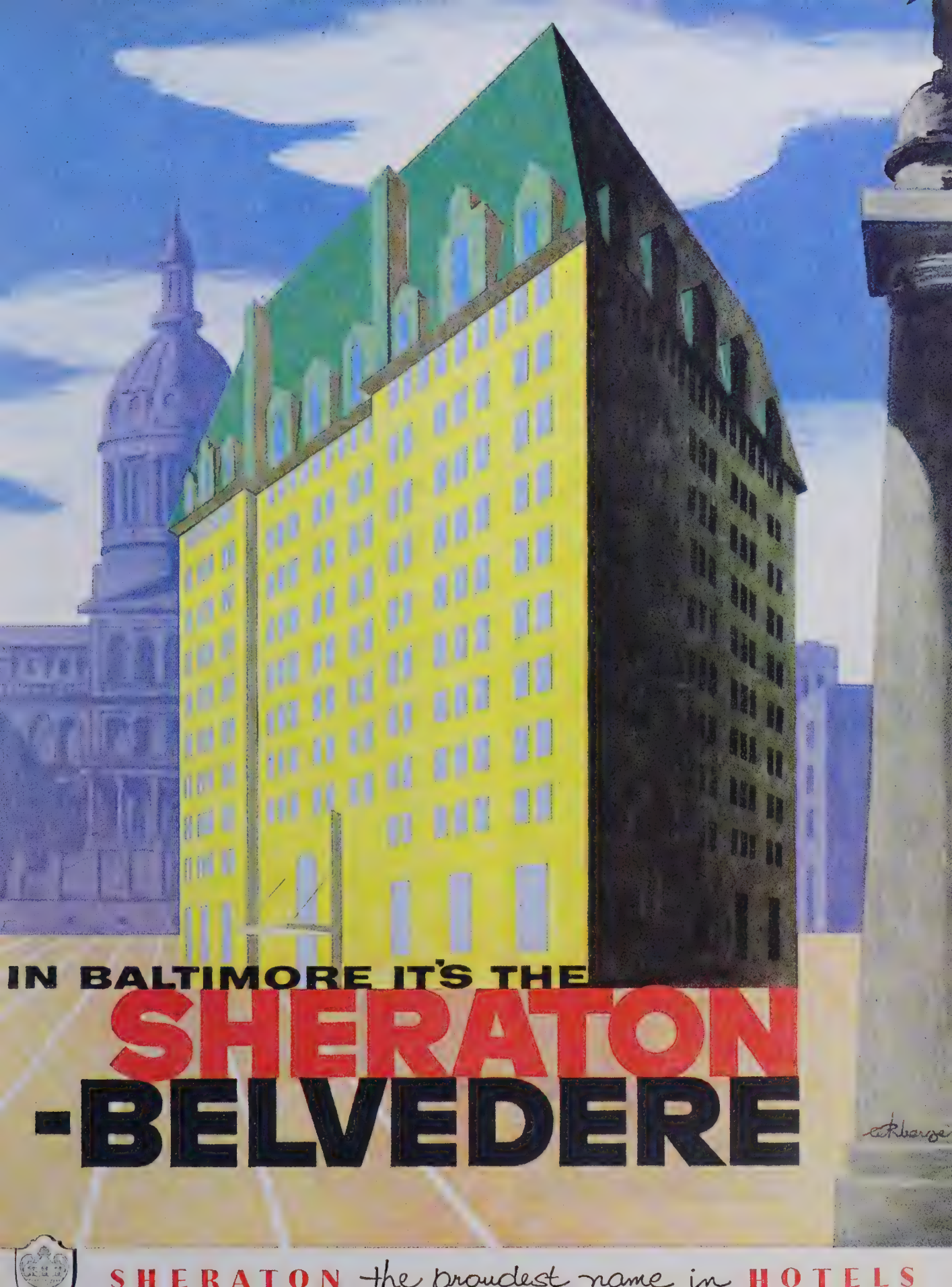
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Santa Fe, 1955

Rand McNally, 1956

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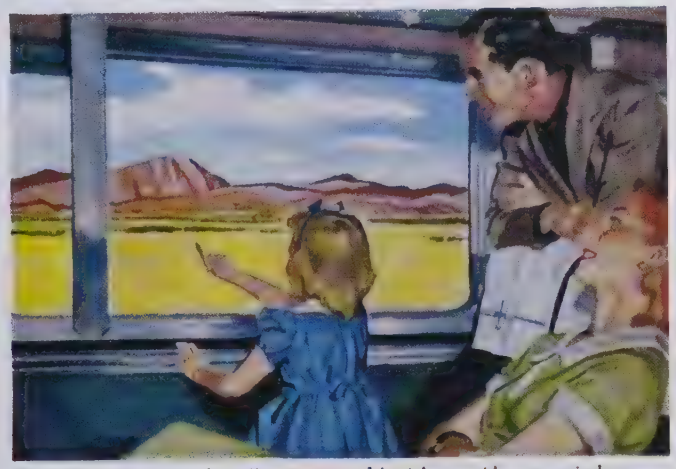

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Watch The Blast From The Comfort Of Your Favorite Casino!

"There's always something going on in Las Vegas!" Sure. Like a nuclear explosion. In a push to boost tourism, Las Vegas advertised heavily about its proximity to testing sights. Visitors were encouraged to view the blasts from the middle of town and on the rooftops of the casinos. Compulsive gamblers barely noticed the rumble and afterglow.

Verfolgen Sie die Detonation in der komfortablen Umgebung Ihres Lieblingskasinos!

»In Las Vegas ist immer etwas los!« Na klar. Zum Beispiel eine Atomexplosion. Um den Tourismus anzuheizen, warb Las Vegas mächtig mit seiner Nähe zu den Testgeländen. Besucher wurden dazu ermuntert, die Zündungen aus der Stadtmitte oder von den Dachterrassen der Kasinos herab zu beobachten. Eingefleischte Spieler allerdings nahmen vom Dröhnen und vom Nachglühen des Atomblitzes kaum Notiz.

Admirez l'explosion depuis votre casino préféré !

« Il se passe toujours quelque chose à Las Vegas ! » Pour sûr. Par exemple, une explosion nucléaire. Dans le désir de promouvoir son tourisme, Las Vegas met en avant sa proximité avec les terrains d'essais nucléaires. Les visiteurs sont encouragés à assister aux déflagrations depuis le centre-ville et le toit des casinos. Les joueurs invétérés remarquent à peine le bruit et la fureur qui s'ensuivent.

Las Vegas, 1952

Index

A

A Place In the Sun, 531
Aaron Slick From Punkin Crick, 510
AC Spark Plugs, 324, 325
Admiral Television, 392, 414, 415, 416-417, 439
Aero Willys, 174, 183
Aerojet General Corporation, 129
Air France, 839
AiResearch Manufacturing Co., 122
AL Stainless Steel, 698-699
Alcoa Aluminum Company of America, 394, 447, 638, 687, 774, 768-769
Alice In Wonderland, 506
Allied Chemical, 560
Allis-Chalmers, 686
All-Steel Equipment Inc., 788
Aluminum from Canada, 689
Aluminum Limited, 700
American Airlines, 836, 837, 838, 840-841, 843, 844-845, 860, 875, 876
American Bosch Arma Corporation, 143
American Broadcasting Company, 505
American Cyanamid Co., 453, 692
American Dairy Association, 636-637
American Export Lines, 892
American Express Travelers Checks, 902-903
American Gas Association, 395
American Guerrilla, 505
American Optical, 564-565
American President Lines, 892
American Viscose Corporation, 801
Amtico Rubber Flooring, 814
Anaconda Metal Hose, 127
Anchorglass, 450
Annie Get Your Gun, 506
Anthony Bros. Inc., 826, 827
Argus, 347
Armstrong Floors, 804, 812, 815
Armstrong's Industrial Insulations, 714-715
Arrow, cover, 574, 575, 576, 580, 599
Ascot Lighters, 94
Asti Wine, 58
Atomic Cannon, 488-489
Atomic Electric Power, 142
Aunt Jemima Pancakes & Waffles, 618
Austin Company, The, 742
Avis Rent a Car, 246, 887
Avisco, 574, 763
Avon, 366, 384
Avondale Cottons, 559

B

Babson Bros. Co., 710-711
Bakelite Plastics, 788
Ballentine Beer, 45
Band-Aid, 463
Bank of America, 692
BarcaLounger, 808
Barley & Malt Institute, 44, 46-47
Basch & Lomb Balomatic, 348
Bates Fabrics, 572, 806
Beattie Carpet, 793
Be-Bop Glasses, 566
Bell Telephone, 697
Benay-Albee Hats, 482
Bendix Computing System, 737
Best Foods Pickles, 638
Beverly Hilton, 911
Biflex Bras and Girdles, 548
Black & White Scotch Whiskey, 70-71
Black and White Bleaching Cream, 382
Black Flag Bug Killer, 466
Blackbeard The Pirate, 525
Blackstone Automatic Washer, 409
Blatz Beer, 43
Blue Lake Green Beans, 668
BOAC, 851
Body by Fisher, 197, 232-233, 282-283
Boeing, 842, 850, 858
Borg-Warner, 163, 340-341, 692, 708-709, 875
Borgana, 560
Born Yesterday, 507
Bower Roller Bearings, 144, 145, 744
Brach's Candy, 646, 647
Brandenfels, 497
Braniff Airways, 846, 866
Breck Shampoo, 384
Broil-Quik, 394
Brown & Root, Inc., 136
Browning Automatic Shotgun, 388
Bryant Furnace, 704
Budd Transportation, 198-199, 701
Budweiser Beer, 44, 56-57
Bufferin, 462
Buick, 184-185, 192,200, 201, 202, 208-209, 214-215, 218, 234, 256, 259, 264-265, 269, 271, 275, 285, 292, 302, 303, 309
Burroughs Corporation, 740, 755

C

Cadillac, 179, 192, 193, 194, 195, 204-205, 206. 228, 238, 239, 246, 251, 252-253, 258, 272-273, 290, 304, 305, 306-307, 321
Callaway Towels and Rugs, 816
Calvert Whiskey, 64, 72

Camel Cigarettes, 76-77, 78, 80, 81
Cameo Stockings, 607, 612
Canada Dry Ginger Ale, 676, 678, 679, 680
Canned Pineapple, 657
Cannon Nylons, 613
Capehart Television, 418
Capital Air Lines, 846, 852
***Carousel*,** 533
Carpet, 793
Carrier Air Conditioning, 789
Carroll Sagar & Associates, 772-773
Carter's, 568, 569
***Cat On A Hot Tin Roof*,** 519
Catalina Swim Suits, 541, 542, 543
Caterpillar, 138
Celanese Corporation of America, 480
Champion Papers, 705
Charles Atlas, 377
Charter Oak Bourbon, 67
Chase National Bank, 88
Chatham Upholstery, 183
Cheese of Holland, 635
Cheez Whiz, 644-645
Chef Boy-Ar-Dee Pizza Mix, 642
Cemesto, 822
Chemstrand Nylon, 741
Chesterfield Cigarettes, 79, 84, 85
Chevrolet, 163, 169, 170-171, 174, 202, 216, 226-227, 230-231, 234, 236-237, 254, 262, 263, 281, 285, 292, 296, 309, 315
Chiquita Banana, 667
Chris Craft, 892
Chrysler Corporation, 106-107
Chrysler, 167, 201, 270
Chun King, 641
Cigars, 85
***Cinderella*,** 506
Cities Service, 713
Clay Tile, 821
Coca-Cola, 670-671, 672, 673, 674-675
Coldene, 462
Colgate Toothpaste, 368
Columbia Phonographs, 420, 432
Comet Cleanser, 467
Comet Gas Model Planes, 477
Commodores Shoes, 608
Conoco, 334-335
Container Corporation of America, 742
Continental Mark II, 175, 224
Convair, 104, 108, 112, 113, 119, 153, 860
Country Club Malt Liquor, 44
Courvoisier Cognac, 61
Cracker Jack, 647
Crane Plumbing Fixtures, 817, 818, 819
Crane Valves, 702
Creme de Menthe, 59
Crest Toothpaste, 368
Crisco, 640
Crosley Electric Range, 390-391
Crosley Television, 418, 762
Crown Zellerbach, 742
Cuba, 894
Cunard, 890, 891
Cutler-Hammer, 762
***Cyrano de Bergerac*,** 516

D

Dairy Queen, 650, 651
Dan River, 571, 573
Davidson Brick Co., 828
Daystrom, 808
Deepfreeze, 408
DeForest's Training, Inc., 439
Delta Air Lines, 853, 868, 869
De Soto, 182, 219, 255, 257
Diamond Chemicals, 333, 690
Dickies, 573
Dietzgen, 686
Dixie Cups, 443
Dixon Ticonderoga Pencils, 361
Dobbs Hats, 596
Doctor Dan Story Book, 478
Dodge, 196, 270, 288-289, 299, 318-319
Double Bubble Gum, 648-649
Douglas Aircraft, 110, 111, 127, 130, 136, 853, 856-857, 858, 859
Douglas Fir Plywood, 822
DOW Chemicals, 702, 703, 812
Drexel Furniture Company, 792
Du Barry, 385
Du Pont, 14-15, 609, 762, 805
du Maurier Cigarettes, 88
Dunbar Furniture Corporation, 792

E

Econolite, 477
Edison Voicewriter, 760
Edsel, 269, 342
Eljer, 816
Eversharp Hydro-magic Razor, 374
Everyday Ink, 707
Exquisite Form Brassiere, 548

F

F.W. Woolworth Co., 353, 476
Federal Enameled Ware, 442
Ficks Reed Co., 807
First National City Bank of New York, The, 742
Fisher-Price Toys, 486-487
Florida Orange Juice, 632
Florida, 863
Fluffo, 660
Flying Tiger Line Inc., The, 859
Foote Bros., 152
Ford Thunderbird
Ford, 163, 174, 178, 188, 192, 196, 225, 246, 263, 268, 276-277, 285, 286-287, 294-295, 297, 303
Fredrick's of Hollywood, 555
French's Bird Food, 470
French's Instant Mashed Potato, 640
Frank Bros, 776, 779
Fresh Deodorant, 369
Frigidaire Refrigerator, 394
Friskies Dog Food, 473
Fritos, 640
Fruit Of The Loom, 580, 600

G

G. Washington's Coffee, 628
***Gaby*,** 518
Gaines Dog Food, 472
Galey & Lord, 560
Garton Toy Company, 483
General Aniline & Film Corporation, 499, 691, 745

General Electric Kitchen, 410
General Electric Range, 404-405
General Electric Television, 418, 421, 424, 436
General Electric, 132-133, 356, 367, 393, 396-397
General Lighting Company, 780
General Motors Locomotives, 898
General Motors, 172, 314, 839
General Telephone, 706
General Tire, 114, 148, 149
Georgia-Pacific Corporation, 705
Geritol, 462
Gertz, 559
GF Studios, Inc., 788
Gigi, 533
Gilbert Papers, 748
Gimbels Basement, 562, 816
Gleem Toothpaste, 368
Glenmore Distillers, 72
Glo-Coat Floor Wax, 399
Goebel Beer, 40
Gold Bond, 810
Gold Seal Congoleum Rugs, 809
Goodyear, 700, 712
Gray PhonAudograph III, 753
Great Northern Railway, 898
Great Western Champagne, 63
Great Western Wine, 60
Greyhound, 896-897
Gruen Watches, 365
Grumman Aircraft Engineering Corporation, 4-5, 116-117, 152, 153
Gulf Oil, 326
Gunfight At The O.K. Corral, 531
Gutta Percha Belting, 702

H

H. Fishlove & Co., 478
Haband Ties, 586-587
Hallmark Cards, 360
Halo Shampoo, 380
Hamilton Watch Co., 364
Hamm's Beer, 38-39, 41
Hanes Stockings, 606
Happy Go Lovely, 511
Hardware Mutual Casualty Co., 469
Harley-Davidson, 485
Hart Schaffner & Marx, 588-589, 590
Harvey, 532
Hats, 592, 593
Havoline Motor Oil, 338
Hawaii Visitors Bureau, 895
Hecht's, 816
Helene Curtis Shampoo Whip, 380
Henry J, 168
Hercules, 526
Herman Miller, 775, 777, 780, 781, 782, 824
Hermosa Ceramic Tile, 825, 831
Heron Teak, 780
Hertz Rent a Car, 886, 888-889
Heublein Cocktails, 73
Hewitt Robins, 16-17, 716, 717, 718, 719
Hickory Valley Farm, 634
Hills Brothers Coffee, 629
Hilton Hotels, 900, 910, 911
Hires Root Beer, 676
Hitco, 134
Home Insurance Company, The, 464-465
Hopalong Cassidy Boots, 475
Hotel Nacional de Cuba, 910
Hotpoint Appliances, 394, 400
Howard Johnson's, 886
Hudson, 178

I

I Married A Communist, 537
I. W. Harper Bourbon, 60
IBM Electric Typewriter, 757
Imitation Of Life, 531
Imperial Whiskey, 72
Imperial Automobile, 256, 260-261, 309, 310-311
Inco Nickel Company, 140-141
Insurance By North America, 469
Intercontinental Hotels, 906
International Business Machines, 732, 733, 734,735, 737, 741
International Chemicals, 118
International Harvester Decorator Refrigerator, 406
Interwoven, 568
Italian Lines, 892, 895
Ivanhoe, 518

J

J-Wax, 338
J.Halpern Company, 490
J.W. Clement Co., 738-739
Jacqueline Shoes, 609
James E. Pepper Bourbon, 72
Jantzen Swim Suits, 538-539, 540, 541, 542
Jeris Antiseptic Hair Tonic, 378, 379
Jet Pilot, 504
Jockey Underwear, 594, 595
Joe Louis vs. Ezzard Charles, 535
John Jameson Irish Whiskey, 60
John Stuart Inc., 830
Jonas Shoppes, 559
Jose Cuervo Tequila, 60
Jowett Institute of Physical Training, 376
Jubilee Kitchen Wax, 467

K

Kabros, Inc. Bubble Gum, 662
Kaiser Aluminum, 705
Kaiser, 163
Kasparians, 829
Kawneer Company, The, 783, 784-785
Keds Shoes, 608
Kellogg's Corn Soya Cereal, 620
Kelly Tires, 327
Ken-L-Treats, 472
Keystone, 349
King Blended Whiskey, 65
Knoll Textiles, 783, 802-803
Kodak, 352
Kohler Plumbing Fixtures, 820
Kool-Aid, 628
Kool-Shake, 632
Koroseal, 18-19
Kotex Sanitary Napkins, 387
Kraft De Luxe Slices, 635
Kroehler, 790
Kusan Pop Gun, 483

L

L & M Cigarettes, 82-83, 85
L.B. Hair Products, 381
Lady Sunbeam, 372
Las Vegas, 919
Lava Soap, 462
Lawn-Boy Power Mower, 460
Leather Industries of America, 797
Lehigh, 783
Lehigh Cements, 766
Lennox Aire-Flo Heating, 411
Lenox China, 448-449
Libbey Glass, 450
Libby's Juice, 630
Life Insurance Co. of America, 497
Life Savers Candy, 652
Life Stride Shoes, 609
Lilt Home Permanent, 380
Lincoln, 158, 159, 174, 183, 188, 190-191, 210, 256, 281, 293
Lionel Trains, 476
Lloyd Chrome Plated Furniture, 813
Lockheed, 152, 862, 866, 882-883, 884-885
Log Cabin Syrup, 620
Lucky Strike Cigarettes, 2-3, 86
Lukens Steel Company, 139, 266-267
Luria Engineering, 136
Lustre-Creme Shampoo, 385
Lux Soap, 385
Lycoming, 137

M

M.E. Bogle, 634
Macao, 521
Mad Wednesday, 534
Magic Chef Gas Range, 407
Magnavox Television, 422-423
Maidenform Bra, 548, 551
Malarkey Plywoods and Doors, 811
Manhattan Pajamas, 601
Manhattan Shirts, 591
Manhattan Ties, 584, 585
Mansfield Shoes, 602-603
Marathon Corporation, 700, 743
Marchant Calculators, 761
Mark IV Continental, 291, 309
Marlboro Cigarettes, 95, 99
Martex Kitchen Linens, 793
Martin Aircraft, 100-101
Massachusetts Mutual Life Insurance Company, 695
Matson Lines, 895
Maxwell House Coffee, 626
McGregor, 571, 576, 577
Mead Paper Co., 725
Meds Tampons, 386
Melamine Dinnerware, 452
Melmac Dinnerware, 456, 457
Mercedes, 281, 320
Mercury, 158, 173, 178, 197, 219, 240-241, 262, 278-279, 300-301
Metropolitan Life Insurance Company, 693
MGM, 500-501
Microlite Soles, 610
Midvac Steels, 135
Milk, 632
Miller Beer, 41, 53
Miller Mfg. Co., 829
Minnesota Woolens, 561
Minute Rice, 640
Miracle Aid, 631
Mister Roberts, 510
Mobilgas, 328-329, 330
Moet Champagne, 63
Monsanto Plastics, 454
Montamower, 458-459
Moore Business Forms, Inc., 746-747
Moore Business Forms, Inc., 752
Moore-McCormack Lines, 893
Morrell Ham, 665
Morton Salt Company, 667, 725
Mosaic Tile Company, 799, 829
Motorola, 355, 424. 425 434-435, 436
Mounds Candy Bar, 653
Mouseketeer Hat, 481
Mumms Champagne, 63
Munsingwear, 590
Murray's Hair Products, 379

N

Nadinola Bleach Creme, 383
Nairon Standard, 808
Nash, 158, 189, 196, 235
National Adding Machine, 758
National Bohemian Beer, 44
National City Bank of New York, 713
National Games Inc., 492
National Homes, 822
National Lumber Manufacturers Association, 796
National Plumbing Seals, 105
National Radio Institute, 438
National Red Cherry Institute, 660
National Steel Corporation, 706, 722
Naturalizer Shoes, 609
Naugahyde, 800
Necco Wafer Candy, 654, 655
Nehi Orange Beverage, 679
Nelson-Hall Co., 496
Neolite Soles, 611
Never a Dull Moment!, 534
New Mexico, 905
New York Central, 898
New York State, 901
Niblets, 668, 669
No Way Out, 512
Norcross Greeting Cards, 358-359, 360
North American Aviation, 109, 121
North By Northwest, 530
North Carolina, 904
Northwest Airlines, 864-865, 867
Northwest Orient Airlines, 866

O

OAK Inflatable Play Balls, 477
Old Fitzgerald Bourbon Whiskey, 75
Old Forester Bourbon, 75
Old Gold Cigarettes, 87, 89, 90-91, 96-97
Old Thompson Whiskey, 66
Oldsmobile, 6-7, 156-157, 186, 187, 210, 216, 242, 246, 256, 275, 296, 298, 308, 312-313
Olin Aluminum, 338
Olivetti Corporation of America, 759
One Minute To Zero, 505
Osterizer, 446
Otis Elevator, 767

Owens-Corning Fiberglas, 705, 792, 794-795, 833
Owens-Illinois Glass Bottles, 50-51
Oxford University Press, 346

P

Pabst Blue Ribbon Beer, 41, 42
Pacific Fabric, 591
Pacific Telephone, 830
Packard Bell Electronics, 150
Packard Clipper, 219
Packard, 188, 229
Pall Mall Cigarettes, 92, 93, 95
Pan American Airlines, 834-835, 848-849, 858, 872-873, 875
Pan-American Coffee Bureau, 627
Panagra Airways, 836, 867
Parker 61 Pen, 362-363
Parker Games, 483
Payton Products Inc., 491
Pedwin Shoes, 605
Pendleton Sportswear, 560
Penney's, 558
Pennsylvania Railroad, 686
Pepsi-Cola, 680
Perma Lift, 545, 546-547, 549, 615
Pet Milk, 660
Peter Pan Foundations, Inc., 552
Philco, 424, 437, 440-441, 725
Philadelphia National Bank, The, 725
Philip Morris Cigarettes, 95
Picnic, 518
PictSweet Strawberries, 667
Picture Craft, 474
Pillow Talk, 531
Pillsbury Cake Mixes, 657
Pillsbury Cinnamon Rolls, 622
Pioneer Publications, Inc., 497
Piper-Heidsieck Champagne, 62
Pittsburgh Plate Glass Co., 723, 791
Plymouth, 164-165, 166, 173, 207, 211, 220-221, 222, 223, 250, 316, 317
Pol Roger Champagne, 63
Polaroid Land Cameras, 350, 351
Pontiac, 160, 161, 162, 175, 178, 189, 197. 201, 203, 207, 210, 216, 243, 244-245, 246, 247, 248-249, 274, 275, 284, 299
Popsicle, 663
Portland Cement Association, 155
Post 40% Bran Flakes, 621
Post Alpha-Bits, 622
Post Toasties, 620
Post-Tens, 620, 623
Prell Shampoo, 380
Prolon Dinnerware, 450
Prudential Insurance Company of America, The, 696
Puffin Biscuits, 619
Puss 'N Boots Cat Food, 470
Pyrex, 452

Q

Quaker State Motor Oil, 326
Quality Block Producers, 778

R

Radio-Television Training Association, 439
Rambler, 212-213, 314
Rancho Notorious, 517
Rand McNally, 913
Ray-Ban Sunglasses, 563
Raytheon, 118
RCA, 430-431, 436
Reader's Digest, 346
Reddi-Wip, 660
Remington Electric Shaver, 374
Remington Rand & Univac, 736, 737, 771
Republic Aviation, 123, 124-125, 127
Republic Steel Kitchens, 402
Revere Stereo Camera, 346
Revlon, 567
Reynolds Aluminum, 398, 616-617, 638
Rheingold Beer, 52
Richfield Boron Gasoline, 130, 131
Riegel Fabric, 12-13
Ritz Crackers, 633
Roadmaster Bicycle, 484
Robt. Burns Cigarillos, 94
Roper Gas Ranges, 403
Rose Marie Reed Swim Suits, 544
Roy Rogers Enterprises, 474
Royal Chi-net Paper Plates, 452
Royal Crown Hair Dressing, 382
Royal Electric Typewriters, 749, 751, 754
Royalite Portable Typewriter, 756
Russel Wright Dinnerware, 454

S

S & H Green Stamps, 352
Salome, 516
Samson Folding Furniture, 812
Samsonite Luggage, 896-897, 898
Santa Fe, 913, 914-915, 916-917
Sarong Girdles, 553
SAS Air Lines, 20-21, 861
Sayonara, 520
Schaefer Beer, 49
Schick, 373-374, 375
Schlitz Beer, 53, 54, 55
Schweppes, 48
Socony-Vacuum, 706
Scotch Cellophane Tape, 357
Scottissue Bathroom Tissue, 369
Scripto Satellite Ball Pen, 360
Seagram's 7 Crown, 74
Seagram's Gin, 69
Sealtest Ice Cream, 656, 661
Sears, 568
Seiberling, 176-177
Servel Electric Wonderbar, 451
Seven-Up, 676, 677
Sheaffer's, 364
Shell Industrial Products, 724
Shell Motor Oil, 336, 337, 339, 720-721
Sheraton Hotels, 874, 908-909, 911, 912
Ship 'n Shore, 559
Silly Putty, 477
Simplicity Tractors, 460
Sinclair, 332
Skol Tanning Lotion, 373
Sky Chief, 322-323
Slinky Toys, 476, 493
Slipmates, 550
Smirnoff Vodka, 75
Soft-Weve Bathroom Tissue, 369
Son Of Sinbad, 514

SOS Magic Scouring Pads, 467
South Africa Tourism, 907
South African Rock Lobster Tails, 664
South Pacific, 533
Space Missiles, 494-495
Space Traveler Paint-by-Number Kit, 479
Spanish Olive Oil, 635
Spartan Cosmic Eye Television, 412-413
Sperry Gyroscope Company, 104, 118, 128
Spice Island Co., 634
Sprayberry Academy of Radio, 439
Spring Cigarettes, 88
Spun-Lo Underwear, 549
St. Regis Paper Company, 713
Standard Office Furniture, 788
Stanhome, 446
Steel Age Office Furniture, 786
Stetson Hats, 597
Stokely-Van Camp Juices, 632
Stromberg-Carlson, 424
Studebaker, 173
Sunbeam, 444, 445
Sunbeam Rain King Sprinkler, 461
Sunset Boulevard, 502
Sunset Limited, 898
Sunset Rubber Tile, 830
Suntile, 798
Surf Laundry Detergent, 467
Swans Down Cake Flour, 658-659
Swift Premium Meats, 664, 667

T

Tang Breakfast Drink, 628
Taylor Construction Company, 728
Tea and Sympathy, 518
Tea, 628
Tenite Butyrate Plastic, 428
Texaco, 331
That's My Boy, 534
The Benny Goodman Story, 533
The Company She Keeps, 528-529
The Conqueror, 527
The Flying Saucer, 508
The Great Locomotive Chase, 506
The Man In The Grey Flannel Suit, 509
The Seven Little Foys, 510
The Thing From Another World, 10-11, 516
The Unholy Wife , 524
The White Tower, 516
Thermo-Fax Copying Machines, 750
Thiskol Chemical Corporation, 147
Thom McAn Shoes, 604
Tony Hill Ceramics, 830
Top Value Stamps, 344-345, 410
Torrington Bearings, 153
Trailways, 895
Transitron Electronic Corporation, 151
Trapeze, 510, 522-523
Tred-Lite Shoes, 608
Tru-Vue, 478
Tussy Deodorant, 384
TWA, 853, 855-856, 867, 870-871, 876

U

U.S. Air Force, 103, 104
U.S. Army, 104, 115
U.S. Steel & Univac, 684-685
Underwater, 515
Union Carbide, 120, 694
United Aircraft Corporation, 880
United Air Lines, 846, 847, 877, 878-879, 880, 881
United Furniture Corporation, 806
United States Brewers Foundation, 48
United States Gauge, 146
United States Steel, 701
Universal Atlas Cements, 729
Universal Cements, 726-727
Universal Gas Range, 402
Upholstery Leather Group, The, 326
Upjohn, 740, 741

V

Van Camp's Pork and Beans, 666
Van Camp's Spanish Rice, 643
Van Heusen Ties, 582-583
Van Heusen, Endpapers, 570, 578-579, 580
Vertigo, 513
View Master Stereo Camera, 354
Vigoro Seeds, 460
Vinylite Plastic, 370-371
Vitalis, 373
Vought Aircraft, 110, 126, 127
Volkswagen, 280

W

Waldorf Bathroom Tissue, 369
Walking Doll, 478
Waring Coffee Mill, 446
Warner's Underwear, 556-557
Waverly Fabrics, 806
Waxed Paper, 638
Webcor, 433
Weirton Steel Company, 823
Weldon Pajamas, 600
Wellington Sears, 764-765
Wembley Ties, 598
Western Electric, 730-731, 744
Westinghouse Atomic Reactor, 102
Westinghouse Refrigerators, 398
Westinghouse Television, 367, 429, 446
Westminster Socks, 581
Wheaties Cereal, 624-625, 683
Where Danger Lives, 503
Whirlpool Bras, 554
Whirlpool Refrigerators, 401
White Rock Sparkling Water, 681
Willys, 180, 181
Winchester Batteries, 354
Winchester Rifle, 389
Wings, 580
Winston Cigarettes, 88
Wizard Masonry Paint, 468
Wolfschmidt Vodka, 68
Woolensak Electric Eye-Matic, 8-9
Wrangler, 573
Wyandotte, 688

Y

Yawman and Erbe Office Furniture, 787

Z

Zenith Radio & Television, 426-427, 436

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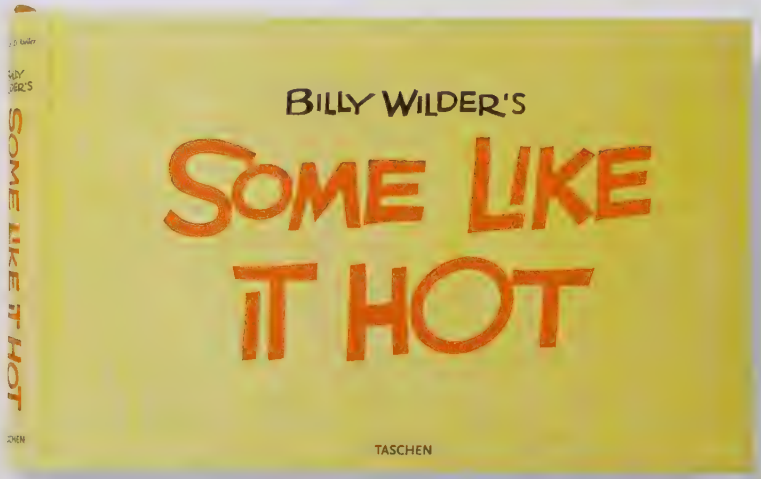
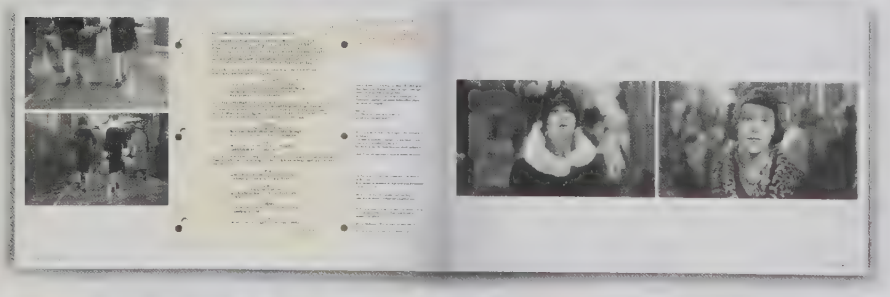
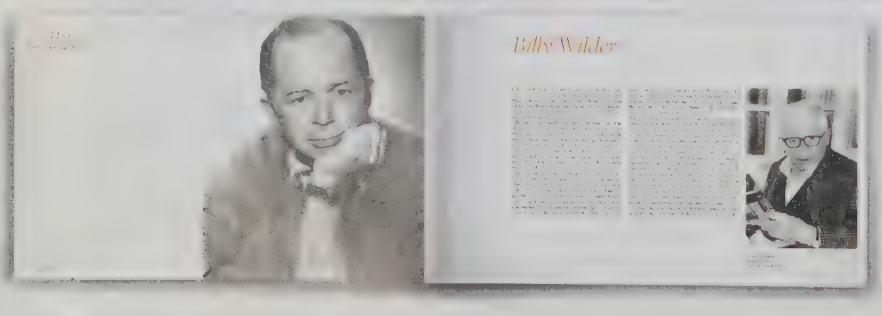
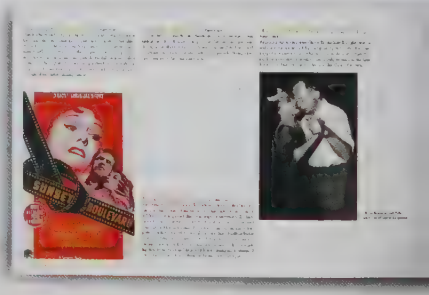


Billy Wilder's SOME LIKE IT HOT Ed. Alison Castle / Interviews by Dan Auiler English/German/French / With an original cartoon Billy Wilder bookmark and a facsimile-reprint of Marilyn Monroe's personal promptbook / Padded cover, format: 39.8 x 24.9 cm (15 ⅜ x 9 ⅞ inches), 384 pp., 843 ills. / US$ 150 / £ 100 / DM 300 / € (F) 150 / PES 30.000 / ¥ 20.000







"...Some Like It Hot is essentially a love letter to one of the author's most revered films. —*New York Post*, New York

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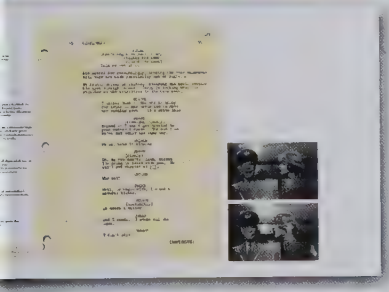
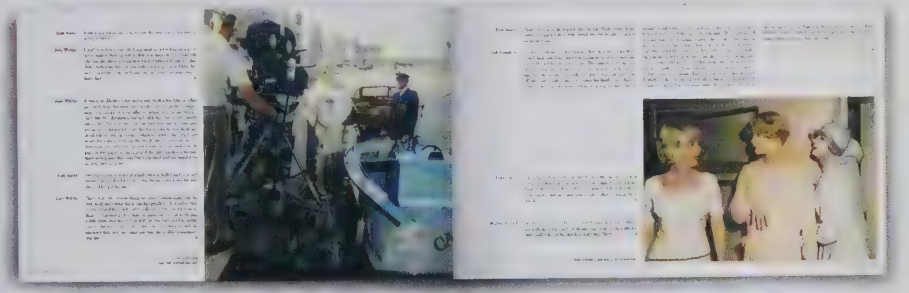
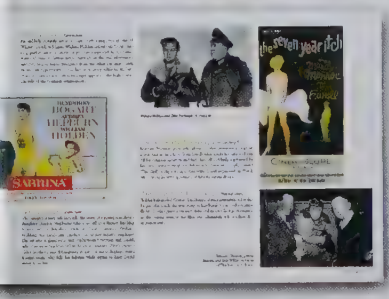
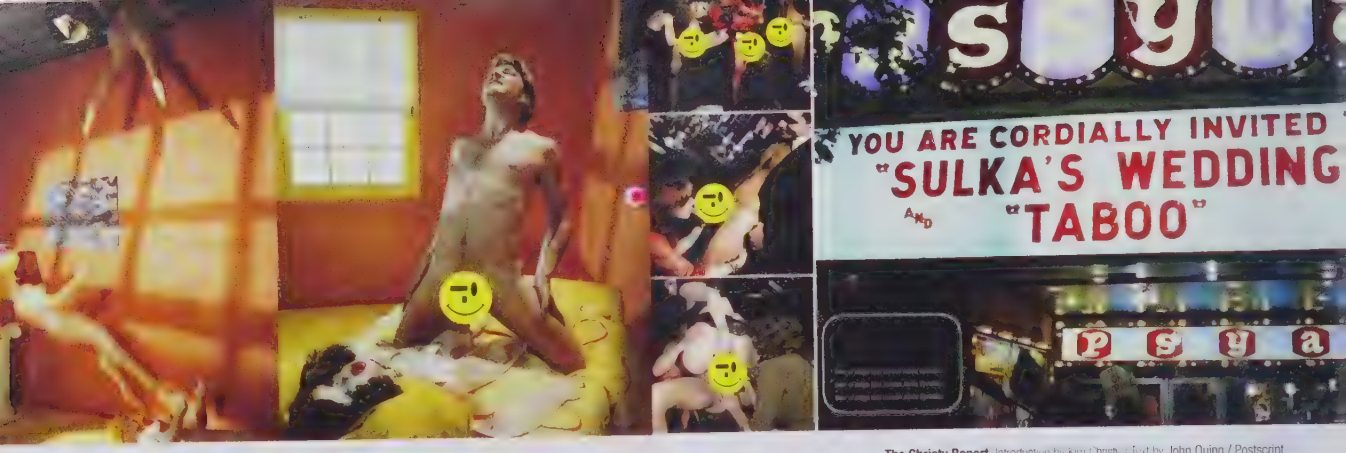
The editor: **Alison Castle** studied philosophy as an undergraduate at Columbia University and went on to receive her graduate degree in photography and film from the New York University/International Center of Photography masters program. She is currently based in Paris and works as an artist and writer.

The interviewer: **Dan Auiler** is the author of *Hitchcock's Notebooks* (HarperCollins/Bloomsbury) and *Vertigo: The Making of a Hitchcock Classic* (St. Martin's Press). His books on Martin Scorsese's *Taxi Driver* and *Goodfellas* (Putnam/Bloomsbury) will be published in 2002. He lives in Long Beach, California.









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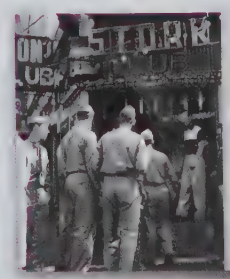

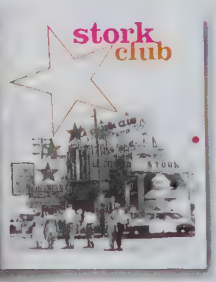

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Jim Heimann (standing), Benedikt Taschen & Cindy Vance, Los Angeles, 2001

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