



THE
ADVENTURES
OF

JAN.
NO. 48

APPROVED
BY THE
COMICS
CODE
AUTHORITY

10¢

BOB HOPE

ISN'T THIS EXCITING,
BOB? WE'RE ON THE
STREET OF SEVEN
THIEVES!

DON'T BELIEVE
EVERYTHING YOU READ,
DOLL, THEY JUST NAMED
THESE STREETS TO
ATTRACT TOURISTS!

The
Street
of
Seven
Thieves



My Pal!

Win
\$100
as I
just
did!

YOU CAN
WIN
a BIG 15"
SILVER CUP
as I just did!
with YOUR
NAME
engraved
on it!



JIM NORMAN
AFTER
He Mailed Coupon
Below is Cleveland
BEFORE
He Mailed Coupon



90 lb.
Skeleton

He says,
I gained
70 lbs.
of
mighty
muscle

Stop being a **SKINNY** Weakling like I was
IN 10 MINUTES OF FUN A DAY YOU CAN DO ALL I DID
**GAIN 25 lbs. of HANDSOME
POWER-PACKED MUSCLES** all over!
IMPROVE YOUR HE-MAN LOOKS 1000%
WIN NEW STRENGTH for money-making work!
WIN NEW POPULARITY for WINNING at all SPORTS!
Win NEW FRIENDS, BOYS & GIRLS
NEW CHANCES for BUSINESS SUCCESS



How did I do ALL This? I
mailed the Coupon and got
These **5** PICTURE PACKED
HE MAN COURSES
Which YOU can NOW get FREE
--OFFER \$1 PRICE GOES BACK
Millions Sold for \$1



HOW TO MOLD A
MIGHTY CHEST
By GEORGE E. JOWETT

HOW TO MOLD A
MIGHTY ARM
By GEORGE E. JOWETT

HOW TO MOLD A
MIGHTY BACK
By GEORGE E. JOWETT

HOW TO MOLD A
MIGHTY GRIP
By GEORGE E. JOWETT

HOW TO MOLD A
MIGHTY LEGS
By GEORGE E. JOWETT

Mail the
"ALL
FREE"
coupon
get this
"AMAZING
SECRETS"
Photo Book

You'll LOOK, FEEL,
ACT, like a Real
HE-MAN! Win Women
and Men Friends.
Win in Sports!
Win Promotion,
Praise, Popularity.



GET
ALL 5
FREE
↓



You'll be
A Real
ATHLETE
in ALL
SPORTS
Soon
after
YOU
mail
Coupon.

Jim is a WINNER
in ALL SPORTS NOW.
YOU will be, too, soon.

COME ON, PAL, NOW YOU give me
10 PLEASANT MINUTES A DAY
IN YOUR OWN HOME like Jim did
and I'll give YOU a NEW HE-MAN BODY
for your OLD SKELETON FRAME



NO! I don't care how skinny or flabby
you are I'll make you OVER by the
SAME method I turned myself from a
wreck to the strongest of the strong.
Why can't I do for you what I did for
MANY THOUSANDS of skinny fellows
like You?

"Congratulations,
John! At last you
mailed the coupon
and EVERY MAN
should. Soon You'll
be as big and strong
as I am."
says Jim Norman to
John Luckus

Develop YOUR 520 MUSCLES
Gain Pounds, INCHES FAST!

YES! You'll see INCHES of MIGHTY
MUSCLE added to your ARMS and
CHEST. Your BACK and SHOULDERS
broadened. From head to heels you'll
gain SIZE, POWER, SPEED. You'll be A
WINNER in EVERYTHING you tackle.



LAST CHANCE-ALL FREE COUPON

1. FIVE COURSES 2. MUSCLE METER

3. Photo Book of STRONG MEN

Tell Me How To
WIN \$100, etc.

Dept. NC-712

JOWETT INSTITUTE

220 FIFTH AVE., 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 of these Amazing
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
Package. How to become a HE-MAN! Enclosed find 10
for POSTAGE AND HANDLING (in C.O.D.).

NAME _____ PHONE _____ AGE _____
ADDRESS _____
CITY _____ STATE _____

Mail Coupon in Time for FREE offer and PRIZES!

SAVES you YEARS and DOLLARS!!!

THE ADVENTURES OF

BOB HOPE



HM! EMPLOYMENT AGENCY, EH? WELL, NO SENSE BEING TOO HASTY ABOUT IT, MIGHT AS WELL LOOK OVER WHAT THEY'VE GOT. LONG AS I *HAVE* TO WORK, IT MIGHT AS WELL BE SOMETHING I LIKE!

ACE
EMPLOYMENT
AGENCY

WANTED
PINK MASHED
COUNTRY SPAGNA
MIGHT MIGHTY
PINK MASH
BOB HOPE

ACE
EMPLOYMENT
AGENCY

SPEAKING OF WHAT I'D LIKE-- NOW *THERE'S* AN ITEM WITH POSSIBILITIES!



THE ADVENTURES OF BOB HOPE, No. 48, Dec., '57-Jan., '58. Published bi-monthly by NATIONAL COMICS PUBLICATIONS, INC. Editorial & Executive offices, 480 Lexington Ave., New York 17, N. Y. Whitney Ellsworth, Editor. ENTERED AS SECOND CLASS MATTER at the post office at New York, N. Y. under the act of March 3, 1879. Yearly subscription in the U. S. 75c including postage. Foreign, \$1.50 in advance. For advertising rates address Richard A. Feldon &

Co., 205 East 42nd St., New York 17, N. Y. ©1957 by HOPE ENTERPRISES, INC. All rights reserved under International and Pan-American Copyright Conventions. Except for those who have authorized use of their names, the stories, characters and incidents mentioned in this periodical are entirely imaginary and fictitious, and no identification with actual persons, living or dead, is intended or should be inferred. Printed in U.S.A.



BOB HOPE



OH, EXCUSE ME, BUT DO YOU HAPPEN TO KNOW IF THIS IS A RELIABLE EMPLOYMENT AGENCY?

ACE
EMPLOY
AGENCY

WELL, IT ALL DEPENDS ON WHAT YOU'RE LOOKING FOR! A PRETTY GIRL LIKE YOU SHOULDN'T HAVE ANY TROUBLE FINDING A JOB!

OH, I'M LOOKING FOR SOMEBODY TO HIRE!

WHAT A COINCIDENCE! YOURS IS *EXACTLY* THE KIND OF JOB I WAS LOOKING FOR-- MISS-- MISS--?

VIRGINIA BRIGHT. THIS IS A *SPECIAL* KIND OF JOB. I DON'T KNOW IF IT'S YOUR LINE, I WANT A *PRIVATE DETECTIVE*!

P-PRIVATE DETECTIVE! THAT HAPPENS TO BE MY LINE EXACTLY! ESPECIALLY NOW THAT I'M AT THE END OF MY ROPE-- HEH-- HEH!

ROBERT--G--FOR GUMSHOE-- HOPE, THEY CALL ME. WHY, I'M SUCH A PRIVATE DETECTIVE THAT SOMETIMES I DON'T KNOW WHAT CASE I'M WORKING ON MYSELF!

WELL, THAT'S VERY INTERESTING, MR. HOPE, BUT BEFORE YOU TAKE THIS CASE, PERHAPS I'D BETTER TELL YOU MORE ABOUT IT!

YOU SEE, SOMEBODY IS SENDING MY FATHER THREATENING LETTERS!

IS THAT ALL? I'M AFRAID I CAN'T HELP YOU THERE-- I GET THEM ALL THE TIME MYSELF! BUT IF YOU WANT SOME CHEAP ADVICE--JUST TELL HIM TO PAY HIS BILLS ON TIME!

YOU DON'T UNDERSTAND-- IT'S NOT ABOUT BILLS-- IT'S ABOUT STAMPS! HE'S A PHILATELIST-- THAT'S A STAMP COLLECTOR! SOME OF HIS STAMPS ARE WORTH THOUSANDS OF DOLLARS!

THEY ARE!? THAT'S THE KIND OF MAIL I'D LIKE TO GET! DO YOU THINK YOU CAN GET YOUR DAD TO WRITE ME A LETTER!?



BOB HOPE





BOB HOPE





BOB HOPE



HOPE! WILL YOU PAY ATTENTION! THIS IS MY ROOTABONGA SPECIAL STAMP I'M SHOWING YOU!

HUH? THAT? THAT'S WORTH 50,000 DOLLARS? IF YOU DON'T MIND, I'D BETTER GO BACK TO WATCHING YOUR DAUGHTER. NOW THERE'S SOMETHING I CAN UNDERSTAND!

PERHAPS YOU'LL BE CONVINCED IF I SHOW YOU SOME OF THE THREATENING LETTERS I'VE RECEIVED. IT MIGHT GIVE YOU A CLUE!

MAYBE I'D BETTER! EVEN IF IT DOESN'T GIVE ME A CLUE, IT'S BETTER THAN SITTING AROUND DOING NOTHING. BESIDES, NOBODY'S BEEN WRITING ME LATELY--SO IT MIGHT BE FUN TO READ YOUR MAIL!



OF COURSE, I SUPPOSE WE COULD ALWAYS GO TO ROOTABONGA AND FIND OUT WHO'S BEEN WRITING YOU THESE LETTERS!

WHAT? THAT'S IT! YOU'RE A MARVEL, MAN! BRILLIANT, BRILLIANT! I LIKE THE WAY YOU WORK! WE'LL LEAVE AT ONCE!

BUT, DAD, ARE YOU SURE YOU WANT TO TAKE A CHANCE LIKE THAT? REMEMBER, THOSE ROOTABONGA TRIBESMEN ARE ALL DEADLY KILLERS... FANATICS!

GULP! COME TO THINK OF IT, IT MIGHT BE A WASTE OF TIME GOING SO FAR! BESIDES, I DON'T THINK THIS IS THE TOURIST SEASON! MAYBE WE OUGHT TO TRY FLORIDA--THEY LIKE TOURISTS!





BOB HOPE





BOB HOPE





BOB HOPE



CONTINUED

215 STAMPS

plus 88 FLAGS OF THE WORLD
plus BOY SCOUT "SOUVENIR SHEET" only

yours
for
only

25¢

88 Flags of
all Nations

MONACO U. S. PRESIDENT SET

WASHINGTON • LINCOLN • F.D.R. • EISENHOWER



Grace Kelly
Prince Renier
Royal Wedding
Stamp

What a tremendous bargain this is! You get every single one of the stamps pictured here — plus hundreds of other fascinating issues from all over the world! 215 Stamps in all — a wonderful start — a big boost for your collection!

But that's only the beginning! You also receive 88 different "Flags of the World" — in glowing full color — to dress up the pages in your album. Then you get the Boy Scout Souvenir Sheet — an unusual tribute to the 1957 Jamboree.

Yes — you get ALL of these items — plus the interesting and informative "Midget Encyclopedia of Stamp Collecting" — ALL for only 25¢! We'll also include — on approval — a big selection of other unusual stamps and sets. You may purchase any of these Approvals at Zenith's low prices — and return the remainder within 10 days. But whether or not you buy any of the Approvals — the 215 Stamps, 88 Flags and Boy Scout Sheet are yours to keep for only a quarter! Mail coupon NOW.

FREE! Midget Encyclopedia of Stamp Collecting
ZENITH CO., 81 Willoughby St., Brooklyn 1, N. Y.

SEND 25¢ WITH COUPON TODAY!

ZENITH COMPANY, Dept. NO-17

81 Willoughby St., Brooklyn 1, N. Y.

Here's my 25¢ in full payment for the 215 Stamps, 88 Flags, Boy Scout Souvenir Sheet and Midget Encyclopedia of Stamp Collecting.

I will also receive — on approval — a selection of other unusual stamps and sets. I may buy as many or as few (or none at all) of these Approvals at your low prices . . . and agree to return the remainder within 10 days.

Name _____

Address _____

City _____

Zone _____

State _____



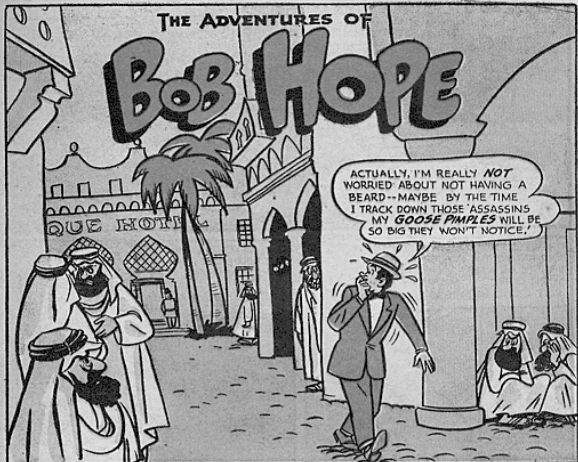
The TRICK is to TREAT All The World's Children!



PUBLISHED AS A PUBLIC SERVICE IN COOPERATION WITH THE NATIONAL SOCIAL WELFARE ASSEMBLY, COORDINATING ORGANIZATION FOR NATIONAL HEALTH, WELFARE AND RECREATION AGENCIES OF THE U.S.



BOB HOPE



Wow! Now *those* are the kind of assassins I go for. It's a good thing I've got a suspicious nature-- I can watch every move they make and mark it down to business!



Excuse me, doll, but can you tell me where to find the alley of the assassins? There's no hurry! If you like, we can go the long way--around the *Park*. They have a park here, haven't they? I mean, how backward can a country get?





BOB HOPE



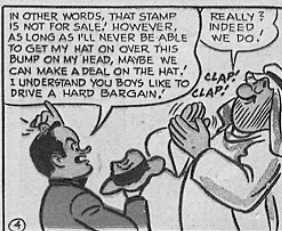
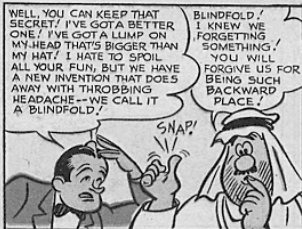


BOB HOPE



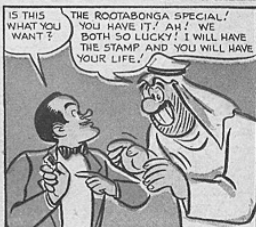


BOB HOPE





BOB HOPE



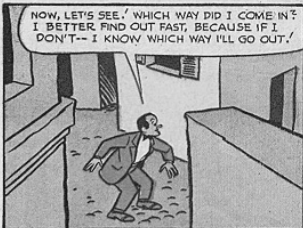


BOB HOPE





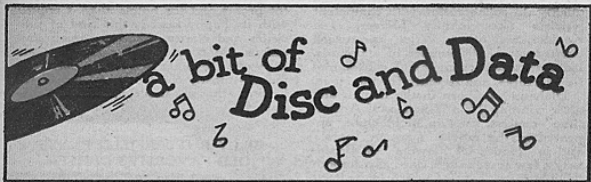
BOB HOPE





BOB HOPE





WONDERFUL, WONDERFUL

Just a little over a year ago, 21-year-old Johnny Mathis was spending his days attending San Francisco State Teachers College, majoring in Physical Education, and his evenings singing in a small San Francisco nightclub. One enchanted evening Columbia's Director of Popular Albums, George Avakian, dropped by, heard Johnny sing and shortly thereafter brought him to New York for a recording date. Johnny did an album, then, with Mitch Miller, several singles. Within six months both singles climbed into the music industry Dunn & Bradstreet ratings, the trade paper best-seller charts. Johnny's "It's Not For Me To Say" was among 10 top nationwide best sellers, "Wonderful, Wonderful" following close behind. Ex-athlete Mathis has blazed a trail of nightclub successes that have taken him from New York to Texas and Massachusetts. Thus, the title of his new Columbia album could hardly be more "Wonderful, Wonderful."

In this collection of recordings with Percy Faith's orchestra, Johnny displays with greater polish than ever before, the extraordinary variety of expression which has captivated audiences of all ages and tastes. He can—and does—turn from the tenderest of ballads to the swiftest of show-stoppers, demon-

strating along the way a keen insight into the subtler elements of both popular vocalizing and jazz singing. Holding his extraordinary technique in check except where it serves a musical end, Johnny paces himself throughout this album as he might a floor show. Along the way, he stamps as his very own such familiar rhythm tunes as "Too Close For Comfort" and "That Old Black Magic", injects new life in well-known ballads such as "All Through the Night", gives new hearings to several fine standards that have been neglected in recent years, and even introduces a brand new ballad (Alex Forgarty's "Will I Find My Love Today").

No less exciting than the many hues of Johnny's vocal style is the color of Percy Faith's accompaniment. The occasional alto sax solos heard behind Johnny's voice are by Jimmie Abato, and Ernie Royal plays the muted trumpet solos. Percy Faith is responsible for all the arrangements except for "Too Close," "Looking At You", and "Day In, Day Out", which were made by Bob Prince.

DIAHANN CARROLL SINGS HAROLD ARLEN SONGS

Diahann Carroll with Ralph Burns and his orchestra combine smoothly on this RCA Victor LP to bring out the

best in Harold Arlen's popular melodies. Arlen has been writing songs successfully since 1929 of a consistently high quality. In collaboration with competent lyricists like Johnny Mercer, Ted Koehler, and others, Arlen has turned out a remarkable number of standards. He has written for night club shows, motion pictures, and recently for the stage.

Diahann was born in the Bronx, and after winning TV's "Chance Of A Lifetime" contest, sang in night clubs, appeared in the movie "Carmen Jones," and in "House Of Flowers" on Broadway a few seasons ago. She has a smooth flexible soprano voice which lends itself admirably to the Arlen tunes.

DAHANN CARROLL SINGS HAROLD ARLEN

with Ralph Burns and his Orchestra

It's Only A Paper Moon
What's Good About Goodbye
A Sleeping Bee
My Shining Hour
Hit The Road To Dreamland
Over The Rainbow
Come Rain Or Come Shine
You're A Builder-Upper
Out Of This World
I Wonder What Became Of Me
Down With Love
Let's Take The Long Way Home

INVITATION TO THE DANCE

One of the happiest events in popular culture lately has been the resuscitation of dancing as a pleasure and as an art. Recently, some fine dance bands with their leaders and arrangers, have rediscovered the lost art of making music that is engaging to listen to and engaging to dance to. And what better proof of this welcome move than Les Elgart's new Columbia offering, designed "For Dancers Also."

The Elgart sound is a happy combination of standard elements in dance-band orchestration (less piano) but used with

unusual imagination. There is a brightness and bounce about the orchestra's work that has made it a prime favorite for proms and for hotels alike. Coupled with its happy beat is the kind of precision and clarity that only good musicians can provide. All these elements are woven together in a book of arrangements—mostly the work of Charles Albertine—that are modern, light and full-voiced.

BILLY BUTTERFIELD PLAYS OLD FAVORITES IN HI-FI

Billy Butterfield has been playing trumpet almost since he can remember. He's played with big bands like Bob Crosby, Benny Goodman, Artie Shaw, and had his own big band from '46 to '48 after getting out of the Army. After a stint at Nick's in New York he organized a band to play mainly college dates in and around the New York area in '51. During this year he married Dottie Smith who does a wonderful job on the vocals in this RCA Victor LP entitled "They're Playing Our Song."

The selections are well-known standards chosen to evoke nostalgia, but each has a fresh arrangement featuring Billy's trumpet. He's assisted by a collection of top-flight musicians that includes three other trumpets; Bernie Glow, Tony Faso, and Jimmy Nottingham.

THEY'RE PLAYING OUR SONG

Billy Butterfield and His Orchestra

Goodbye Blues
Time On My Hands
All The Things You Are
It's All Right With Me
The Folks Who Live On The Hill
Again and Again and Again
Singin' The Blues
I Don't Stand A Ghost Of A
Chance With You
Stormy Weather
My Ideal
Harlem Nocturne
The Song Is You



The ONE and ONLY SUPERMAN

REG. U.S. PAT. OFF.

is STILL
AMERICA'S MOST
TALKED-ABOUT
COMICS MAGAZINE
and TV CHARACTER!

ON SALE
AT ALL
NEWSSTANDS



HIS AMAZING
ADVENTURES
APPEAR IN

4 GREAT MAGAZINES!





BOB HOPE



THE
ADVENTURES
OF

BOB HOPE

NOW YOU ARE IN TIME TO HELP US GET INTO THE PALACE. THE KING CANNOT REFUSE TO SEE YOU WITH THAT STAMP HE WANTS SO BADLY.

HUH? THE PALACE? B-BUT I'VE ALREADY SEEN THE BILL THAT'S PLAYING THERE--IF IT'S ALL RIGHT WITH YOU, I'D JUST AS SOON TAKE IN AN OLD NEWSREEL SOMEPLACE.



CAN YOU RIDE A HORSE?

RIDE A HORSE? WHY NO, I ONLY USE THEM FOR **BETTING** ON!



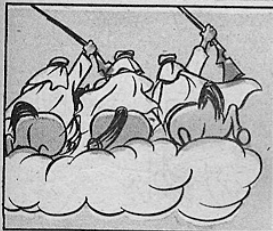
AHMED! MR. HOPE WISHES TO RIDE!

ALL RIGHT, BUT I'M WARNING YOU, LAST TIME I WAS ON A HORSE IT COST ME A WEEK'S PAY--AND I DON'T MAKE THAT KIND OF MONEY EVERY WEEK!





BOB HOPE





BOB HOPE





BOB HOPE



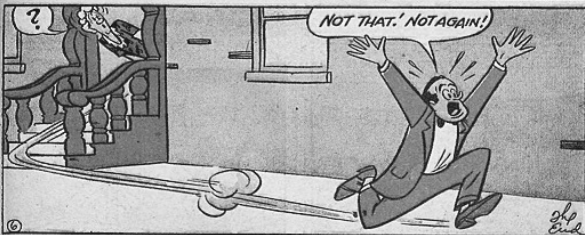


BOB HOPE





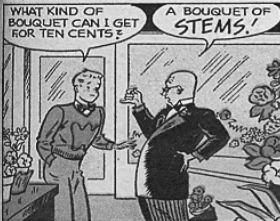
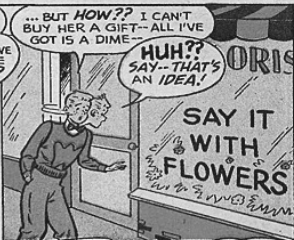
BOB HOPE







OH, BOY! THAT'S
TYPICAL ME--
GOING FROM BAD
TO WORSE! NOW I'VE
GOT TO CONVINCE
BETTY SHE SHOULD
FORGIVE ME!





100 TOY SOLDIERS

MADE OF DURABLE PLASTIC,

EACH ON ITS OWN BASE, MEASURING UP TO 4 1/2"!"

\$1.25



EACH FOOTLOCKER CONTAINS:

- | | | |
|---------------|------------------|--------------|
| 4 Tanks | 8 Machinegunners | 4 Bombers |
| 4 Jeeps | 8 Sharpshooters | 4 Trucks |
| 4 Battleships | 4 Infantrymen | 8 Jet Planes |
| 4 Cruisers | 8 Officers | 8 Cannon |
| 4 Sailors | 8 Waves | 4 Bazookamen |
| 4 Riflemen | 8 Wacs | 4 Marksmen |

JOSELY CO., Dept. TNC-2A
1472 Broadway
New York 36, N. Y.

HERE'S MY \$1.25!

Rush the TOY SOLDIERS TO ME!

NO

C.O.D.'s

Name

Address

City

State

Canada and foreign orders send \$1.50 postal money order.

DO YOU WANT SPENDING MONEY?

Sell these popular Patriotic and Religious Mottoes



SEND US NO MONEY IN ADVANCE

Just write and ask us to send you 40 of these beautiful glittering mottoes which the public likes so well. Sell them easily and quickly to your friends and neighbors for only 35c each. At the end of 14 days send back, if you wish, all mottoes you have not sold, and send us only 25c for each you have sold. You keep all the rest of the money.

IF YOU SELL 25, YOU KEEP \$2.50

IF YOU SELL 30, YOU KEEP \$3.00

IF YOU SELL ALL 40 YOU KEEP \$4.00

REMEMBER: No money is needed in advance. You take no risks. You can return all the mottoes you do not sell. You do not pay shipping costs or split your commission. You keep all the profit on each sale.



STEPHENS CREDIT SALES

Dept N-10 P. O. Box 1004
Nashville, Tennessee

YOGI BERRA
HOMERS IN THE 9th-
WINS BIG GAME!



GOSH! LOOK AT ALL THOSE GIFTS YOGI IS GETTING FROM THE FANS!

CONGRATULATIONS ON "YOGI BERRA NIGHT!"



"SO BETTY AND BOB TOOK YOGI'S ADVICE AND MAILED IN THE COUPON"

YES, I'LL TAKE FOUR BOXES-



DON'T DELAY
SEND IN
YOUR COUPON
TODAY!



WE TRUST YOU!

EXTRA! EXTRA!
YOU GET FREE GIFTS FOR MAILING COUPON NOW

FREE! Yogi Berra Picture! Exciting "Puzzles"! . . . and we'll send you a Big, FREE Catalog, too. Dozens of wonderful premiums (sent postage paid) simply give other pictures we send you with White CLOVERINE Brand SALVE easily sold to friends, neighbors, relatives at 35c a box (with picture). Rush coupon to get your YOGI BERRA PICTURE AND "PUZZLES" NOW!

WE TRUST YOU!

GET YOUR YOGI BERRA PICTURE AND "PUZZLES" NOW!

MAIL

OUR 63rd YEAR

Wilson Chemical Co., Dept. 115-II Tyrone, Pa. Date _____
Gentlemen: Please send me an 8x14 colored art picture with 14 boxes of White CLOVERINE Brand SALVE to sell at 35c a box (with picture). I will remit amount asked within 30 days, select a Premium or keep Cash Commission as explained under Premium wanted in catalog with order; postage paid to start. Be sure to send my FREE "PUZZLES" and FREE picture of Yogi Berra!

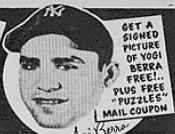
NAME _____ AGE _____
ST. _____ R.D. _____ BOX _____
TOWN _____ ZONE NO. _____ STATE _____
PRINT LAST NAME HERE _____

Post coupon on postal card or mail in envelope today

GIVEN!

BOYS! GIRLS! LADIES! MEN!

WE GIVE YOU CASH or PREMIUMS



MAY WE HAVE YOUR AUTOGRAPH MR. BERRA?

SURE- CLUB HOUSE



GEE! WISH WE COULD GET SWELL GIFTS LIKE THAT!

TAKE IT FROM ME, KIDS, THE EASIEST WAY OF ALL FOR YOU TO GET SWELL GIFTS OR CASH IS BY SELLING WHITE CLOVERINE BRAND SALVE!



YOGI WAS RIGHT! LOOK AT ALL THE WONDERFUL PREMIUMS WE EARNED SELLING WHITE CLOVERINE BRAND SALVE!



WOW! I'M GONNA SELL SOME OF THAT SALVE TOO!



MAIL THIS COUPON, KIDS, AND GET MY PICTURE!

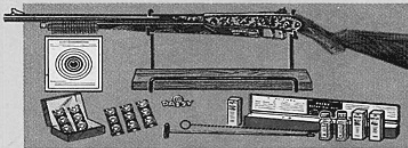


OUR 63rd YEAR-WE ARE RELIABLE

WILSON CHEMICAL CO., Dept. 115-II Tyrone, Pa.

how YOU can help get YOUR DAISY NOW!

Send coupon for Free booklets telling Dad of the many Shooting Training Programs you can now enjoy with a Daisy. Many Dads have bought their sons Daisys after reading these same booklets!



NO. 1025: New Daisy Air Rifleman Set is something special! You'll get the famous Daisy Pump Gun, a forced-feed, 50 shot, take-down model—Daisy's new BB Gun Cleaning Kit—new Daisy Rifle Rack with handy wooden shelf—5 packs Daisy BBs in ammunition box! Set comes in big colored carton, \$12.95

NO. 25 ONLY: Pump Gun, as pictured in 1025 Set above, yours for only, \$9.95

NO. 98: This beautiful Daisy Eagle with real 2X Scope mounted looks just like Dad's expensive hunting rifle. A 1000-shot type repeater with extra-long forearm and heavy top grain leather sling. Golden decorations on barrel, receiver jacket. It's the finest Daisy ever made. Ask Dad to put the Daisy Eagle under your Christmas Tree. Only \$13.95

For the Most **FUN**
Get and
Shoot

Other Models Low As

\$4.98

DAISY AIR RIFLES

ALL THIS HELP FREE!

SEND COUPON NOW!

DAISY MANUFACTURING COMPANY
Dept. 1397, PLYMOUTH, MICHIGAN, U.S.A.

I enclose 10c coin to help cover postage-handling cost. Send postpaid free Catalog, Gun Book, Club Brochure. I promise to have Dad read them as soon as I receive them!

Name _____

St. & No. _____

City _____ Zone _____ State _____

Get Free booklets! Ask Dad to read them! This may help you a Daisy!

GUN BOOK: tells DAD why Daisy is the safer training rifle; also shows America's famous rifles, pistols; Shooter's Code.
CLUB BROCHURE: pictures BB Gun Clubs; explains how to start one for training, fun.
CATALOG shows Daisy Air Rifles in full colors. *Hurry! Send Coupon.*



Prices higher in Canada. Prices subject to change without notice. No direct orders accepted from Canada.



**BUY
DAISYS
AT**

hardware, sports goods, department stores. If dealer is out of stock, send number of model you want (with remittance, name, address); we'll ship postpaid.

**SHOOTERS!
DAISY BB PACK
Gives You
MORE
BBs
For Your
Money!**



DAISY MANUFACTURING COMPANY

Dept. 1397, PLYMOUTH, MICHIGAN, U.S.A.

SINCE 1888—GUN AND EQUIPMENT HEADQUARTERS FOR YOUNG SHOOTERS