



10¢ THE ADVENTURES OF

1014

JAN.
NO. 54



BOB HOPE

BOB-- WE'RE HERE
TO SEARCH FOR THE
**ABOMINABLE
SNOWMAN!**

THERE'S NO SUCH
THING! BESIDES,
I'VE ALREADY FOUND
AN **ADORABLE
SNOWMISS!**



giant inflatable toys of pre-historic monsters who ruled the earth millions of years ago

7 GIGANTIC DINOSAURS

WITH GENUINE
TOSS-UP FEET ACTION!
MOLDED ONE-PIECE
QUALITY LATEX!
COMPLETELY INFLATABLE!

for \$1.00
(No COD's please!)

up to 4 FEET TALL

Here's thrilling excitement for everyone with this giant-size collection of pre-historic dinosaurs at this low, low price of just \$1.00 (plus post.) Thrill to their fascinating names! Command these fun-loving pre-historic monsters to your every prank! Toss them in the air and they always land on their feet . . . swinging and swaying in every direction without tilting over. Great for children! Terrific for parties! Colossal for adults! So order right now for stupendous fun. Fill out the coupon below. You take no risk because you must agree that these giant dinosaurs are everything we say or your money promptly refunded.

7 DIFFERENT
PRE-HISTORIC
MONSTERS
IN EACH
PACKAGE

CERATOSAURUS
TRACHODON
TYRANNOSAURUS REX
SEA SERPENT
ARMORED DEMITHYS
PROSAUROLOPHUS
ALLOSAURUS

THEY SWING AND SWAY
IN EVERY DIRECTION!

THEY BEND, LEAN,
AND TILT!

THEY BOUNCE AND HOP!

THEY STAND AND WIGGLE!

EVEN THE TINIEST
BREEZE ANIMATES THEM!

MAIL THIS HANDY COUPON NOW!

GIANT DINOSAURS, DEPT. B-6412
CARLE PLACE, LONG ISLAND

I can hardly wait to get my complete collection of pre-historic dinosaurs. Please rush my order. Enclosed is \$_____ in cash ☐ check ☐ money order ☐ for _____ in sets, each at \$1.00 plus 25¢ postage & handling charges. My money back if I'm not satisfied.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

THE ADVENTURES OF BOB HOPE

BRR! MY LUCK! I NOT ONLY HAVE A LANDLADY WITH AN ICEBOX FOR A HEART, BUT A ROOM TO MATCH! THE LAST TIME I HAD ANY HEAT IN HERE WAS WHEN I FELL ASLEEP SMOKING A CIGARETTE! EVEN THAT DIDN'T LAST-- THOSE WISE GUY FIREMEN HAD TO BE RIGHT ON THE JOB!



MIGHT AS WELL GO OUT AS FREEZE HERE! MAYBE I'LL BE REAL LUCKY AND GET HIT BY A CAR AND GET TAKEN TO A NICE, WARM HOSPITAL!



-- AND THEY'LL WRAP ME IN NICE LONG BANDAGES AND PUT ON WARM SPLINTS AND MAYBE I'LL RUN A HIGH FEVER-- THAT'LL KEEP ME WARM AND...



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BOB HOPE



WHAT'S A BIG IDEA! YOU WANT TO HIT SOMEBODY!?

OH, I'M ANFULLY SORRY! I DIDN'T SEE YOU-MY WINDSHIELD WAS FOGGED!



HUH!? VA VOOM! I DON'T BLAME IT, AFTER SEEING YOU, I'M A LITTLE FOGGED MYSELF!

PERHAPS I CAN GIVE YOU A LIFT--I WAS ON MY WAY TO THE EXPLORERS' CLUB! DO YOU KNOW WHERE THAT IS?



EXPLORERS' CLUB! WHAT A COINCIDENCE! I WAS GOING THERE MYSELF! I DARESAY THE BOYS WILL HAVE A RIP ROARING FIRE ON A DAY LIKE THIS

DON'T TELL ME YOU'RE AN EXPLORER! WHY, I WAS LOOKING FOR ONE! GET IN!



AM I AN EXPLORER? THEY DON'T CALL ME ROBERT "TRAILBLAZER" HOPE FOR NOTHING! WHY, I MAJORED IN EXPLORING IN COLLEGE! AND BELIEVE ME, I FOUND SOME VERY INTERESTING PLACES!

WHAT A WONDERFUL THING, MR. HOPE, TO FIND YOUR HOBBY SO EARLY!





BOB HOPE



WELL, IT WASN'T EASY, BECAUSE IN MOST OF THOSE PLACES YOU HAD TO STAY UP LATE! NOW WHERE WERE WE?

YOU WERE TELLING ME ABOUT EXPLORING, AND MY FATHER SENT ME DOWN TO THE EXPLORERS' CLUB TO SEE IF I COULD INTEREST SOMEONE --



WELL, YOU CAN TELL YOUR DADDY YOU DID IT! NOT ONLY AM I INTERESTED, BUT I'VE FORGOTTEN HOW COLD MY ROOM WAS-- AND THAT IS WITHOUT US EVEN HOLDING HANDS YET!

YOU MEAN YOU'LL REALLY JOIN OUR EXPEDITION!? THAT'S JUST WONDERFUL! COME ON, LET'S TELL DADDY!



AFTER HIS LAST EXPEDITION HE WAS AFRAID HE WOULDN'T GET ANOTHER EXPLORER TO GO WITH HIM! YOU SEE, DAD DOESN'T KNOW THE MEANING OF THE WORD **DANGER!**

NEITHER DO I, I GUESS, CONSIDERING THE FACT THAT I'M STILL HERE TALKING TO YOU, MISS-- MISS--



MY NAME IS BETTY BARNES, AND I'M SURE YOU MUST'VE HEARD OF MY FATHER, COL. I.B. BARNES! HE'S GONE TO PLACES WHERE NO OTHER MAN HAS DARED SET FOOT!

HE HAS, EH? WAIT'LL HE TRIES MY BOARDING HOUSE! THEN HE'LL FIND OUT HE HASN'T LIVED YET!



WELL, MR. HOPE, HERE WE ARE!

YOU MEAN THIS IS IT? HM! THE EXPLORING BUSINESS MUST BE GOOD! WHAT DOES YOUR DADDY EXPLORE -- **BANKS?!**





BOB HOPE



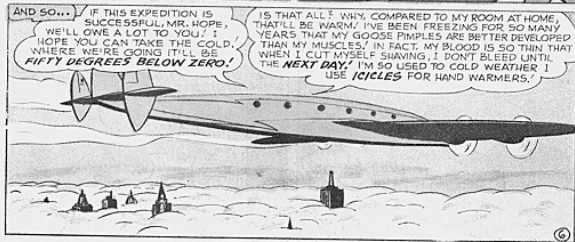


BOB HOPE





BOB HOPE





BOB HOPE



WELL, HERE WE ARE, MR. HOPE! KANCHAPARA, OUR JUMPING OFF PLACE!

JUMPING OFF? NOT YET, J.B., I'M NOT JUMPING OFF TILL I FIND OUT THAT ABOMINABLE SNOWMAN'S ALREADY BEEN FOUND.



HA-HA! BOB HAS A GREAT SENSE OF HUMOR, DAD. FATHER MEANS WE STOP HERE TO ENGAGE THE NATIVE GUIDES AND BEARERS TO CARRY OUR EQUIPMENT UP THE MOUNTAIN!

YOU MEAN WE'RE GONNA TAKE ALL THIS STUFF WITH US? I THOUGHT WE WERE JUST GOING TO LOOK FOR THAT ABOMINABLE SNOWMAN-- NOT LIVE WITH HIM!



A GOOD EXPEDITION IS ONLY AS GOOD AS ITS SUPPLY TRAIN, MR. HOPE. I DARESAY WE'LL NEED EVERYTHING I'VE BROUGHT!

SEEMS LIKE AN AWFUL WASTE OF TIME! IF YOU ASK ME, ALL WE NEED IS A PAPER BAG TO HOLD THAT TEN GRAND. BY THE TIME WE USE UP ALL THAT STUFF, THE PRICE ON HIM MIGHT DROP!



I GUESS THIS IS THE INN, DAD.

FINE! LET'S GET GOING! ALL I WANT IS A ROOM BIG ENOUGH FOR ME TO COUNT ALL THAT MONEY WITHOUT HAVING TO FOLD IT!

HM! WE HAVEN'T WON IT YET, HOPE!



THE JOINT LOOKS KIND OF CROWDED, J.B., ARE ALL THESE CHARACTERS YOUR NATIVE GUIDES?

OH, NO! THOSE ARE SOME OF THE RIVAL EXPEDITIONS GOING TO LOOK FOR THE ABOMINABLE SNOWMAN!





ADVERTISEMENT



OPERATION BLACKHAWKS!

HAWK-A-A-A!

That's the ringing cry that summons the bold Blackhawks to daring action!

And once again the world's mightiest team blasts off to battle bizarre foes...

On Land!
On Sea!
On the Air!



ORDER OF THE DAY
Three cases to be solved:

"RETURN OF THE JAILER!"
"CREATURE OF 1,000 POWERS!"
"THE RAINBOW BLACKHAWKS!"

**NOW ON SALE AT YOUR
FAVORITE NEWSSTAND!**



SHARING--the UNITED NATIONS WAY!

(A TRUE STORY FROM THE FILES OF THE INTERNATIONAL LABOR ORGANIZATION)

A SUNNY DAY
IN 1958 IN A
LITTLE MEXICAN
TOWN ...



IT IS A GOOD MARKET DAY,
PAPA! TONIGHT AGAIN WE
WILL HAVE MANY PESOS.
DO YOU THINK I MAY SOON
HAVE MY DONKEY?

VERY SOON,
I THINK,
LUIS!

JUST THINK, HERE EVEN
A BOY LIKE LUIS CAN
HAVE HIS OWN DONKEY.
IN MY POOR VILLAGE
EVEN THE MEN DO NOT
HAVE ENOUGH PESOS
TO BUY ONE!

OUR VILLAGE
USED TO BE
POOR, TOO,
CARLOS--UNTIL
THE EXPERTS
CAME AND
TAUGHT US

THAT WHEN PEOPLE
WORK TOGETHER IT
MEANS BETTER TIMES
FOR ALL!



"ONLY A FEW YEARS AGO, EACH
MAN WALKED TO NEARBY HILLS
FOR CLAY WHICH HE CARRIED
HOME IN A BIG BAG AND
BAKED IN HIS HOME-MADE OVEN.
BUT IT WAS POOR CLAY, AND OFTEN
THE POTTERY BROKE WHILE IT WAS
STILL NEW. CARS ON THEIR WAY TO
MEXICO CITY WOULD SLOW DOWN TO
LOOK, BUT NEVER STOP TO BUY..."



"THEN ONE DAY, TWO MEN CAME FROM A PART
OF THE UNITED NATIONS--THE INTERNATIONAL
LABOR ORGANIZATION. THEY SHOWED US
A PLACE FAR BACK IN THE HILLS WITH
BETTER CLAY, WHICH WE COULD BRING
BACK TOGETHER IN A COMMUNITY TRUCK."



THEY HELPED US BUILD A
BIG MODERN KILN WE
COULD ALL USE INSTEAD
OF OUR SMALL OVENS,
AND TAUGHT US TO USE
DYES TO MAKE OUR POT-
TERY BRIGHT AND ATTRAC-
TIVE. SOON THE CARS BE-
GAN TO STOP, AND ORDERS
CAME BY MAIL. BUT THAT
WAS NOT ALL...



"OUR MEN LEARNED CARPENTRY FROM
THEM, AND WE USED THE WOOD IN
OUR FOREST FOR FINE FURNITURE.
AND OUR WOMEN LEARNED TO WEAVE
BEAUTIFUL CLOTH. SO LITTLE BY
LITTLE OUR VILLAGE PROSPERED..."



ALL THESE
THINGS YOU
HAVE LEARNED--
COULD YOU TEACH
THEM TO THE
PEOPLE OF MY
VILLAGE?

GLADLY, CARLOS, WE
WANT TO HELP
OTHERS, FOR
AS THE ILO
EXPERTS TOLD
US, "POVERTY
ANYWHERE IS A
DANGER TO PROSPER-
ITY EVERYWHERE."



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COORDINATING ORGANIZATION FOR NATIONAL HEALTH, WELFARE AND RECREATION AGENCIES OF THE U.S.



BOB HOPE



THE
ADVENTURES
OF

BOB HOPE

THIS IS **CRAZY!** IF I CLIMB THAT MOUNTAIN, I'LL FALL OFF AND BREAK MY NECK! INSTEAD OF WASTING TIME LOOKING FOR THAT SNOWMAN I'D BE BETTER OFF LOOKING FOR A **REPAIRMAN!**



COME TO THINK OF IT, I'D BE BETTER OFF IF I GOT AWAY FROM THIS EXPEDITION ALL TOGETHER--WHILE I STILL HAVE ENOUGH OF ME LEFT TO DO IT WITH.



OF COURSE IT'S GONNA BE A LONG WALK HOME, BUT MAYBE I CAN HITCH-HIKE IT WITH SOME OTHER QUITTERS. AT LEAST I'VE GOT A GOOD EXCUSE! I'VE HAD COLD FEET SINCE I STARTED.





BOB HOPE





BOB HOPE





BOB HOPE



WHAT--WITH A BIG STRONG COMPANION LIKE *you* TO KEEP ME WARM?

HUH? OH SAY, THAT'S RIGHT. YOU'VE GOT A POINT THERE! NOW WHY DIDN'T I THINK OF THAT!



YOU CAN TELL ME ALL ABOUT HOW MR. BARNES WAS LUCKY ENOUGH TO GET A MAN LIKE *you*! I UNDERSTAND YOU HAVE ALREADY CLIMBED EVEREST!

WELL, HEH-HEH! SO J. B. TOLD YOU ABOUT THAT, EH? HEH-HEH, NOTHING TO IT, DOLL!



THERE'S AN EASY MOUNTAIN TRAIL OUT HERE! PERHAPS YOU CAN GIVE ME A FEW POINTERS!

AN EASY ONE, EH? OKAY, DOLL! C'MON, JUST STICK CLOSE TO ME AND I'LL SHOW YOU THE HOPE SYSTEM! IT MAY NOT HELP YOU CLIMB ANY MOUNTAINS, BUT AT LEAST WE'LL GET TO KNOW EACH OTHER BETTER!

AFTER THEM!



I SUPPOSE YOU'VE DONE THIS ALL YOUR LIFE!

WALKED WITH GIRLS? WELL, YES! OF COURSE I HAD TO WAIT TILL I LEARNED HOW TO WALK! IT WASN'T EASY EITHER. WOULD YOU BELIEVE IT, I WASTED A WHOLE YEAR OF MY LIFE!



I MEANT CLIMBING MOUNTAINS!

CLIMBING MOUNTAINS? OH, THAT, I GUESS IT'S IN MY BLOOD! I CAME FROM A LONG LINE OF CLIMBERS! MY BROTHER WENT OVER THE HILL AND I HAD AN UNCLE WHO WENT UP THE RIVER!





BOB HOPE





BOB HOPE





BOB HOPE



GOT HIM, EH?
WOW, POOR
GUY, WHAT
A FINISH!

YES--A WONDERFUL FINISH!
WE WON'T HAVE TO WORRY
ABOUT MR. HOPE ANY LONGER.



WAIT, LOOK, I
SEE HIM, HE IS
RIDING THE
AVALANCHE.

WHAT? YOU MUST BE OUT OF
YOUR MIND! NOBODY CAN
DO THAT!



SEE FOR
YOURSELF.

INCREDIBLE!

SAY, THIS BEATS WATER
SKIING. IF THIS KEEPS UP, I'M
LIABLE TO *LIKE* MOUNTAIN CLIMB-
ING! I HOPE I'M USING THE RIGHT
TECHNIQUE! I'D HATE TO HAVE
EVERYBODY HERE KNOW I'M
AN AMATEUR!



IT SEEMS TO BE TAKING ME
BACK TO THE VILLAGE, TOO!
THAT LOOKS LIKE OUR
'INN DEAD AHEAD,
TALK ABOUT
SERVICE!



DEAD AHEAD IS
RIGHT, HOW DO
YOU STOP THIS
THING?
GANGWAY
TRACK!





ADVERTISEMENT

On Hallowe'en when witches meet
and green-eyed goblins roam the scene
Though their cry is "TRICK or TREAT"

Tootsie Roll POP
is what they mean!



The only **POP** in
the world with a
center of delicious
Tootsie Roll



and don't forget
to buy delicious
Tootsie Roll
Fudge
chocolate or vanilla



"A Candy "TREAT" that can't be beaten.
Because the FUN is in the EATIN' "

"WE'LL RIPPLE YOUR BODY WITH MUSCLES and LOAD T-N-T IN YOUR FISTS"

Say Champions, Mickey Mantle and Joe Louis

We wish you could come to Lou Stillman's famous training headquarters with us . . . see how the Champions build up their bodies and keep physically fit.

Are you fat and flabby? Watch Ted Kluszewski, of the Pittsburgh Pirates show you his sure way to remove fat. Want powerful shoulders? Football star Doak Walker has a proven body builder that gives you results . . . **FAST!**

If you want to be a star athlete or look like one . . . let our Sports Staff help you. It's easy. Just mail the coupon and find out how we can make you a real he-man!

Extra! We'll send you our Training Tips and Fight Secrets for just 10c—so that you'll be sure to write us. Send us the coupon below—we'll never let you down!

Sincerely,

Mickey Mantle Joe Louis

LET 16 GREAT STARS GIVE YOU ... POWER SKILL, CONFIDENCE

Yes, our Sports Staff promises to train you . . . to make you a leader among your friends in just 15 minutes of fun a day!

MICKY MANTLE gives you his sure-fire method to develop powerful arms for baseball and football.

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YOGI BERRA, the popular Yankee catcher, builds up your confidence and pride.

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PAUL GIEL gives you tremendous leg power—toughens you up for football and hockey.

Win new popularity. The Champions guarantee to add solid inches to your chest. Easy to do in your own home.

Are You...

- Tired
- Nervous
- Skinny
- Fat and Flabby
- Always being picked on

Then do exactly as Joe, Mickey and the Staff of Instructors tell you. For full facts send coupon below.



MAIL COUPON TODAY

THE NATIONAL SPORTS COUNCIL, DEPT. AZ-108
33 West 46th Street, New York 36, N. Y.

Dear Mickey and Joe:

Enclosed is 10c. Please send me your book, "TRAINING TIPS and FIGHT SECRETS" and FREE material explaining how The National Sports Council can build me a powerful body.

NAME PLEASE PRINT AGE

ADDRESS

CITY ZONE STATE

Endorsed by 406 Athletic Coaches

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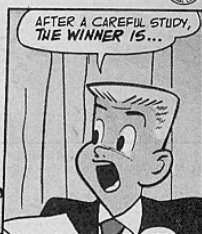
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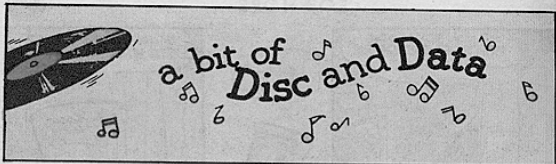






BOB HOPE





COLUMBIA SIGNS LES PAUL AND MARY FORD

Les Paul and Mary Ford, the most famous team in present-day popular music, have joined the Columbia Records roster, according to an announcement by Mitch Miller, Director of Popular Artists and Repertoire.

Innovator of new sounds as well as star of numerous hit records, Les Paul pioneered the new widely-used multiple recording technique which produced such million-sellers as "How High the Moon."

Born in Waukesha, Wisconsin, June 9, 1916, Les Paul began playing harmonica at the age of thirteen. At fourteen he made his radio debut in Milwaukee, billed as "Rhubarb Red," a pseudonym he used for quite a while. Soon he decided to hang the harmonica on a rack on his shoulders, leaving his hands free to play guitar accompaniment. In this dual role he was featured in theaters and on radio stations in Milwaukee and Chicago, billed as "Rhubarb Red." When he learned to play modern guitar, he used the name Les Paul. For five years Les used both names, then dropped "Rhubarb Red," the harmonica-playing and went to New York, where he formed a trio.

He hoped to join Paul Whiteman, but thanks to a chance elevator encounter, was signed to appear with Fred Waring and the Pennsylvanians. Later came stints with Ben Bernie and Bing Crosby, then his own show from the West Coast.

In 1946 Les began to experiment with his own one-man recording studio and one-man orchestra, playing all the parts—rhythm, melody, harmony, backgrounds. His first two experimental records, "Lover" and "Brazil," were issued while Les was in a hospital, suffering a broken leg, arm, pelvis, six ribs, both shoulders, nose and back. He was in bed for two long and painful years.

Then, Les Paul formed a new nightclub and recording trio, which included his wife, Mary Ford, playing guitar and singing. Thus, the now-famous "Mr. & Mrs." music team was launched.

"HEY, I SOUND LIKE A SINGER"

There were a couple of anxious Monday nights this spring at New York's Shubert Theater. Not for the audiences of "Bells Are Ringing"—naturally, they were having a splendid time. The anxious party was the incomparable star of the show, Judy Holliday, who knew that as soon as the last of many curtain calls was taken, she would bolt for a taxi and rush down to East 30th Street, where Columbia recording microphones awaited her eagerly. (Why Mondays? More rest for the voice between stage performances.)

Judy Holliday is what every singer should be, a great actress. She is also a singer's severest critic—especially when she's the singer involved. Judy was, in a word, nervous. After her first nervewracked performance of Alec Wilder's "Trouble Is A Man," she listened to a playback, smiled in surprise and announced, "Hey, I sound like a singer!"

Characteristically, however, she couldn't stop worrying, although each recorded performance was even better than the last. Finally, the album completed, Monday nights became more peaceful at the Shubert.

Now that she's made her solo album debut, how does performer Holliday feel about her trial by microphone? Comes that classic Holliday chuckle, and the punch line:

"I'm starting on my second album next week!"

TROUBLE IS A MAN JUDY HOLLIDAY

TROUBLE IS A MAN
HOW ABOUT ME
WHAT I WAS WARNED ABOUT
I GOT LOST IN HIS ARMS
WHAT'LL I DO
LONELY TOWN
AM I BLUE
CONFESSION
AN OCCASIONAL MAN
A RIDE ON A RAINBOW
WHERE HAVE YOU BEEN
I'M ONE OF GOD'S CHILDREN



BOB HOPE



THE ADVENTURES OF

BOB HOPE





BOB HOPE





BOB HOPE





BOB HOPE





BOB HOPE



SAY--THAT'S FUNNY! I JUST REALIZED I'M SUPPOSED TO BE FOLLOWING THE TRAIL OF J.B., BETTY, AND ALL THE BEARERS... THAT'S A LOT OF FOOTSTEPS.



BUT THIS IS JUST A SINGLE TRACK I'M FOLLOWING!



OH WELL. PROBABLY JUST ANOTHER CLIMBER LIKE ME! THE HILLS MUST BE FULL OF 'EM! UP HERE THEY CLIMB MOUNTAINS INSTEAD OF HANGING OUT IN FRONT OF THE CANDY STORE!



HEY, PARDON ME, BUDDY-- BUT DID YOU SEE J. B. BARNES AND HIS EXPEDITION GO BY HERE A WHILE AGO?



YIIII! WHAT A FACE! IT'S WORSE THAN MY LANDLADY'S! THAT HAS TO BE THE MISSING LINK! THE ABOMINABLE SNOW MAN!





BOB HOPE





BOB HOPE





ADVERTISEMENT



This is your **LAST** chance to enter the **BIG Tootsie Roll "Name the Bear" CONTEST!**

40 GYM DANDY PLAY GYMS

100 EXCITING GILBERT ERECTOR SETS

24 SETS OF Britanica Junior

36 EXCITING RALEIGH COLT BICYCLES

100 GLAMOROUS Toni DOLLS by American Character Doll

and **100 JUMBO Tootsie Rolls** Filled with a 2 1/2 lb. assortment of Tootsie Rolls.

1 Tootsie Roll POPS and all the other delicious Tootsie Roll Candies.

FOLLOW THESE SIMPLE RULES!

1. Give the Bear a name.
2. On the same sheet of paper, complete the following sentence in twenty-five words or less: "I always buy TOOTSIE ROLLS because..."
3. Print clearly your name, address, city or town, state--and give YOUR AGE.
4. Every entry must be accompanied by five wrappers from the 5c TOOTSIE ROLL.
5. You may send in as many entries as you like.
6. Contest is open to boys and girls up to and including sixteen years of age. Company and advertising agency employees and their families are not eligible.
7. Entries will be judged for originality and sincerity. In case of ties, duplicate prizes will be awarded.
8. Decision of the judges is final. All entries become the property of The Sweets Company of America, Inc. and will not be returned.
9. Winners will be notified by mail.
- Contest closes November 8, 1958. No entries postmarked later than midnight, November 8, 1958, will be eligible.

HURRY! MAIL YOUR ENTRY TODAY TO:
TOOTSIE ROLLS, BOX 1414,
New York 2, N. Y.

ADVERTISEMENT

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.

WRITE
FOR COMPLETE
DETAILS
TO



STEPHENS CREDIT SALES

Dept. NJ P. O. Box 1004
Nashville, Tennessee



DAD! read this ...DECIDE "YES" ON THAT DAISY AIR RIFLE!

Because Daisy air rifles are sometimes confused with other type air rifles, we want you, Dad, to know these helpful facts:

1 The Daisy is *NOT* a high-powered pneumatic, gas, pellet or compressed air gun. It cannot be pumped-up to increase power!

2 DAISY is a spring-action, short range, low "factory limited" power air rifle—safest of its kind for training boys and girls aged seven through fourteen!

3 Daisy is *now* used in the 15-foot junior marksmanship training programs of the NRA, NEA, BSA, schools, camps and clubs because of its *safer* spring-action, *safer* short range, *safer* low power.

LET'S FACE IT, DAD!

Your junior wants a Daisy right now or for Christmas—an important decision for you! Why not get *all* the facts about the *many* supervised shooting programs *now* available to your junior with his Daisy—buy that Daisy *now*! And send coupon today!



FREE LITERATURE

DAISY MANUFACTURING COMPANY

Dept. P-1598 ROGERS, ARKANSAS, U. S. A.

Send 20-Page Brochure telling how Daisy spring-type BB gun owners may learn marksmanship, earn Awards in supervised shooting programs at club or home! Daisy Catalog. 10¢ coin enclosed to cover handling-postage cost.

Name _____

Street and No. _____

City _____ Zone _____ State _____

☐ Men ☐ Women.

Please write in margin below any comments you have on this Daisy ad.

DAISYS NOW APPROVED FOR:



BB CLUB SHOOTING

Spring-type air rifles Approved for the Junior BB Gun Club programs sponsored by V.F.W., Lions, other adult clubs.



NRA AWARD SHOOTING

Spring-type air rifles Approved for the National Rifle Association Junior Training Program; medals may be won.



NEA SCHOOL INSTRUCTION

Spring-type air rifles Approved for the new NEA School Instruction Program and "Father and Son" field training fun.



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Spring-type air rifles used in hundreds of camps teaching Junior Spring-Type Air Rifery; many awards may be won.



REMEMBER?

Dad's greatest thrill ... giving his son that "first gun!"

HOME SHOOTING

Spring-type air rifles best and safest for "home shooting" to win NRA Medals!



MERIT BADGE SHOOTING

Spring-type air rifles Approved for use in the Marksmanship Merit Badge program of the Boy Scouts of America.

DAD! Here's PISTOL SHOOTIN' Fun For YOU!

New BULLS@EYE Pistol shoots standard-size BBs accurately at short range for low-cost home practice, family fun! 150 shot repeater. Heavy, rugged, 10 1/2". Adjustable peep-and-open rear sight. With 25 targets, 2 tubes BBs. No Canadian orders accepted.

Prices Higher Canada. Prices Subject To Change Without Notice.

DAISY MANUFACTURING COMPANY
Safety Training Dept. P-1598 — ROGERS, ARKANSAS, U. S. A.



\$5 POST PAID

DAISY BULLS@EYE
BB TARGET PISTOL

BOYS! GIRLS! LADIES! MEN!

GIVEN! GIVEN!

YES, WE GIVE YOU PREMIUMS or CASH!



YOURS FREE

— SEND FOR
this big, powerful

MAGIC MAGNIFIER

JUST MAIL
COUPON!

THIS IS A TERRIFIC OFFER LOOK WHAT YOU GET

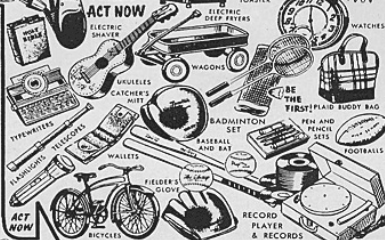
Yes — we'll send you the MAGIC MAGNIFIER absolutely FREE! Study insects, plant life, rocks, stamps, fingerprints, etc. Also — we'll send WHITE CLOVERINE Brand SALVE & Big Catalog showing dozens of wonderful premiums you can have. Cameras, Dolls, Rifles, Fishing Outfits, Radios, Watches, etc. (Sent postpaid). You simply offer WHITE CLOVERINE Brand SALVE — easily sold to friends, relatives and neighbors at 50c a Tube. Rush coupon to start.

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2 Then tear off this page and other Daisy Page ad directly beneath this page—hand both Daisy pages to Dad to read!



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