



MAR.-APR.  
NO. 5



10c

# THE ADVENTURES OF *Dean* MARTIN and *Jerry* LEWIS

LINDA SAYS SHE'LL BE  
GLAD TO HAVE DINNER  
WITH YOU, JERRY--IF YOU  
PROMISE NOT TO BRING  
YOUR BROTHER!





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# THE ADVENTURES OF Dean MARTIN and Jerry LEWIS



JERRY! YOU'RE NOT SUPPOSED TO EAT THAT FOOD OUT OF THE MACHINES! IT'S FOR THE ZOO ANIMALS!

BUT I LIKE IT, DEAN! I LIKE IT! BESIDES, IF IT'S GOOD ENOUGH FOR THE ANIMALS, IT'S GOOD ENOUGH FOR ME, BOY!  
= CRUNCH =



HEY, DEAN! TAKE A LOOK HERE! BOY, IF THAT ISN'T THE FUNNIEST ANIMAL I'VE EVER SEEN! BOY! LOOK AT THEM EARS!

HUH? WHERE, JERRY?



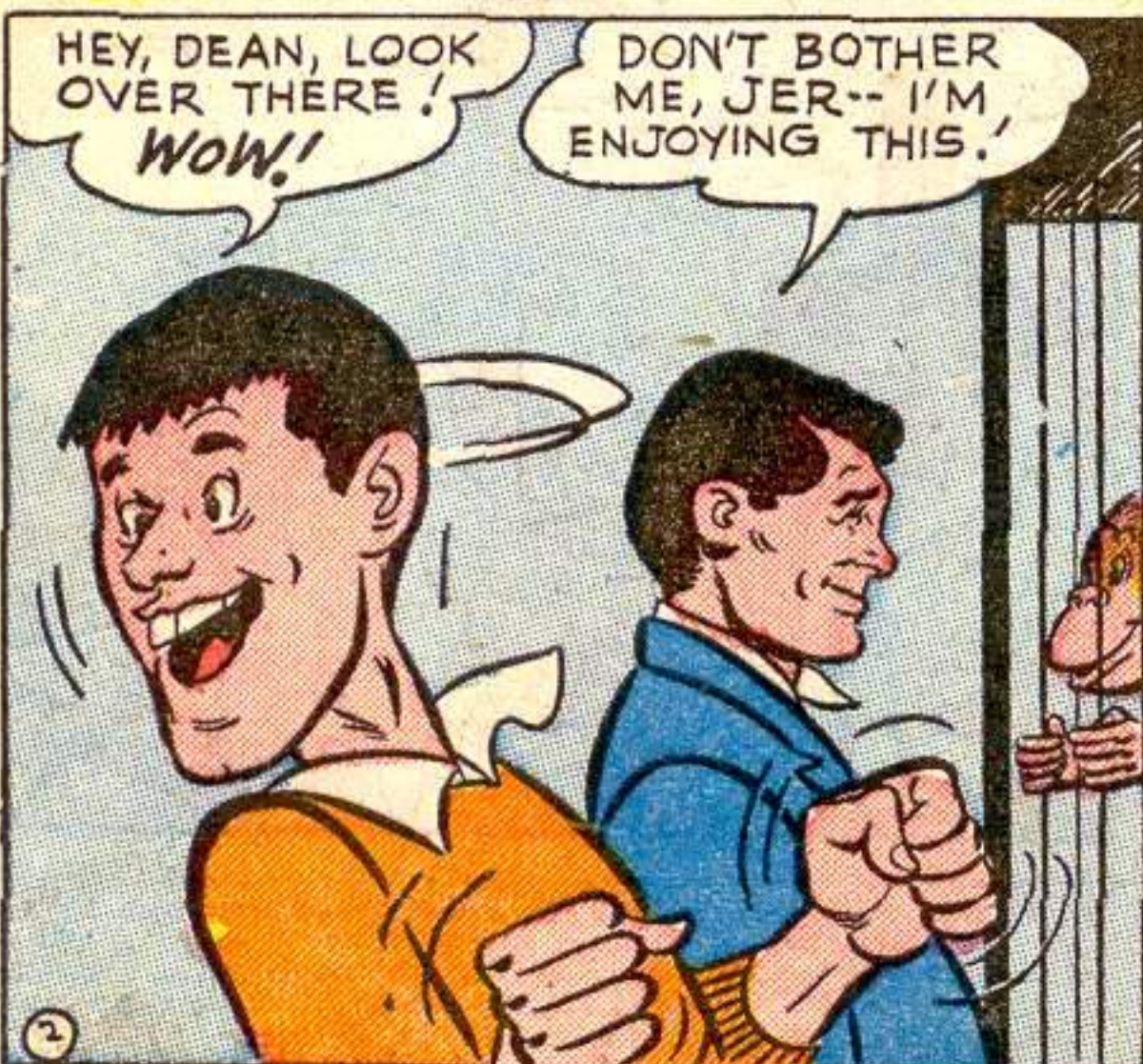
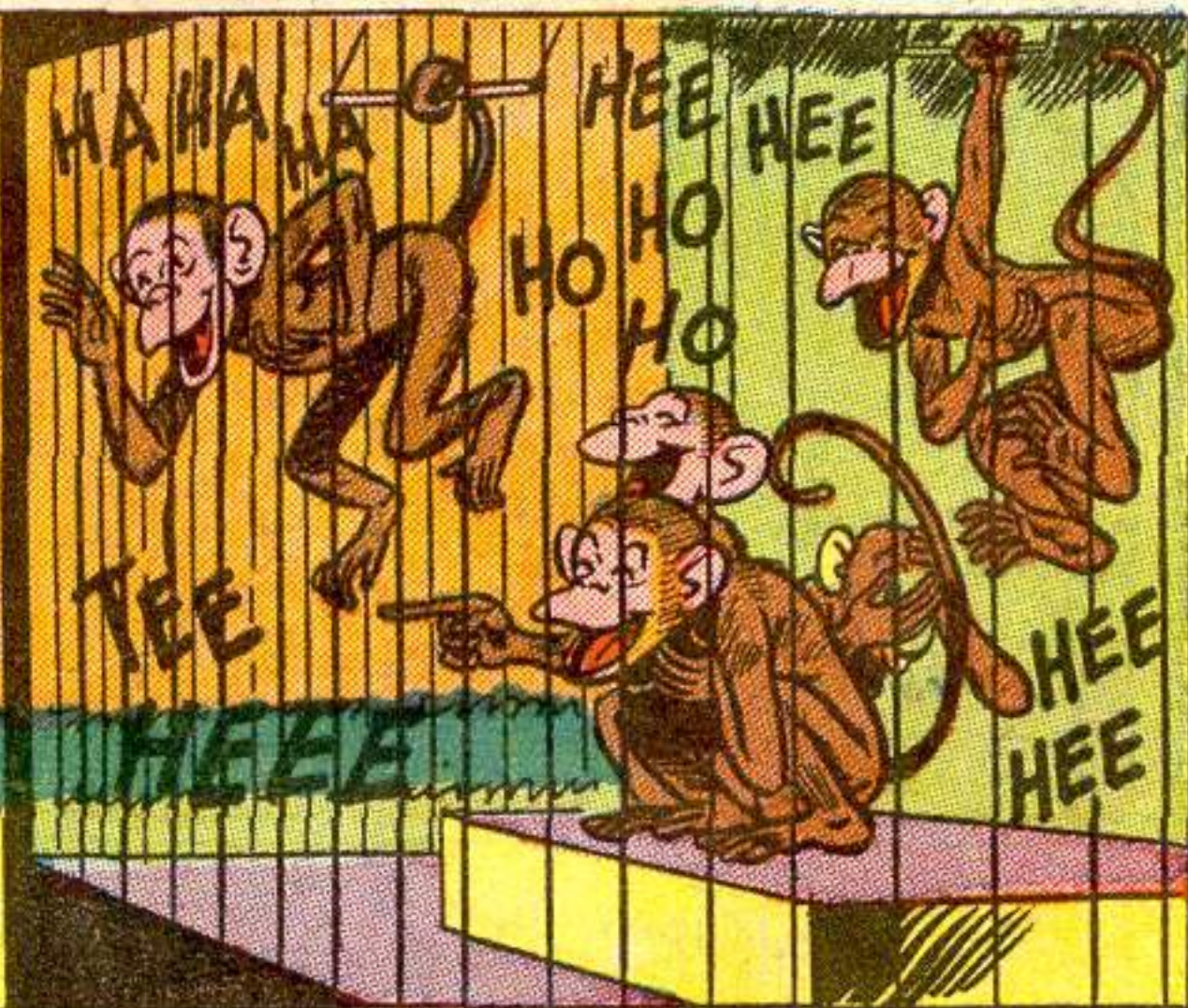
I'VE GOT NEWS FOR YOU, JER, BOY! THAT'S A MIRROR YOU'RE LOOKING AT!

OH YEAH? SO WHY DOES IT MAKE ME COME OUT SO FUNNY? HUH? WHY, HUH?

BUT IT'S A MIRROR, JERRY! IT'S THE REAL YOU!

YOU MEAN I'M REALLY REAL? OH, DEAN, YOU JUST MADE ME SO HAPPY!

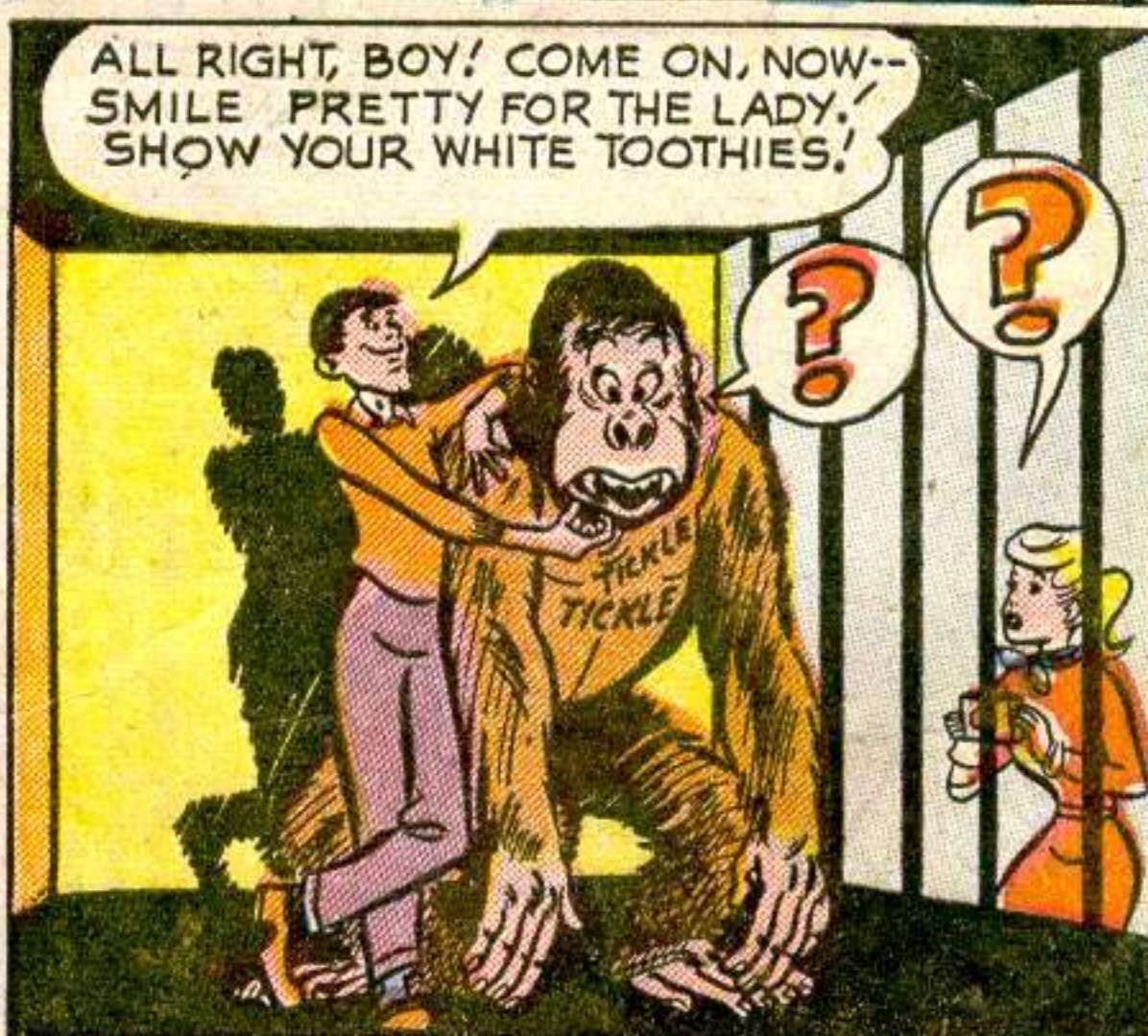




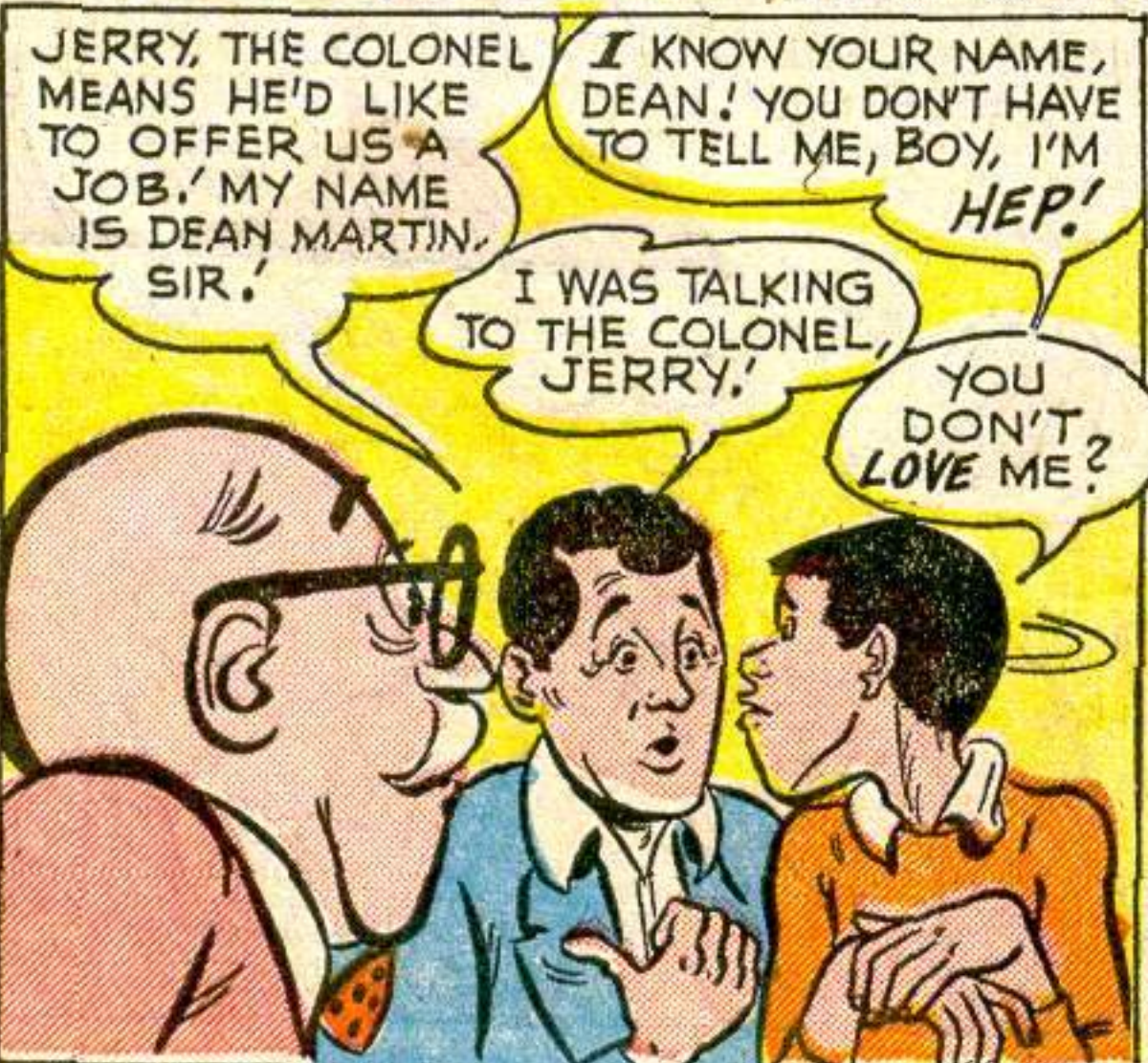
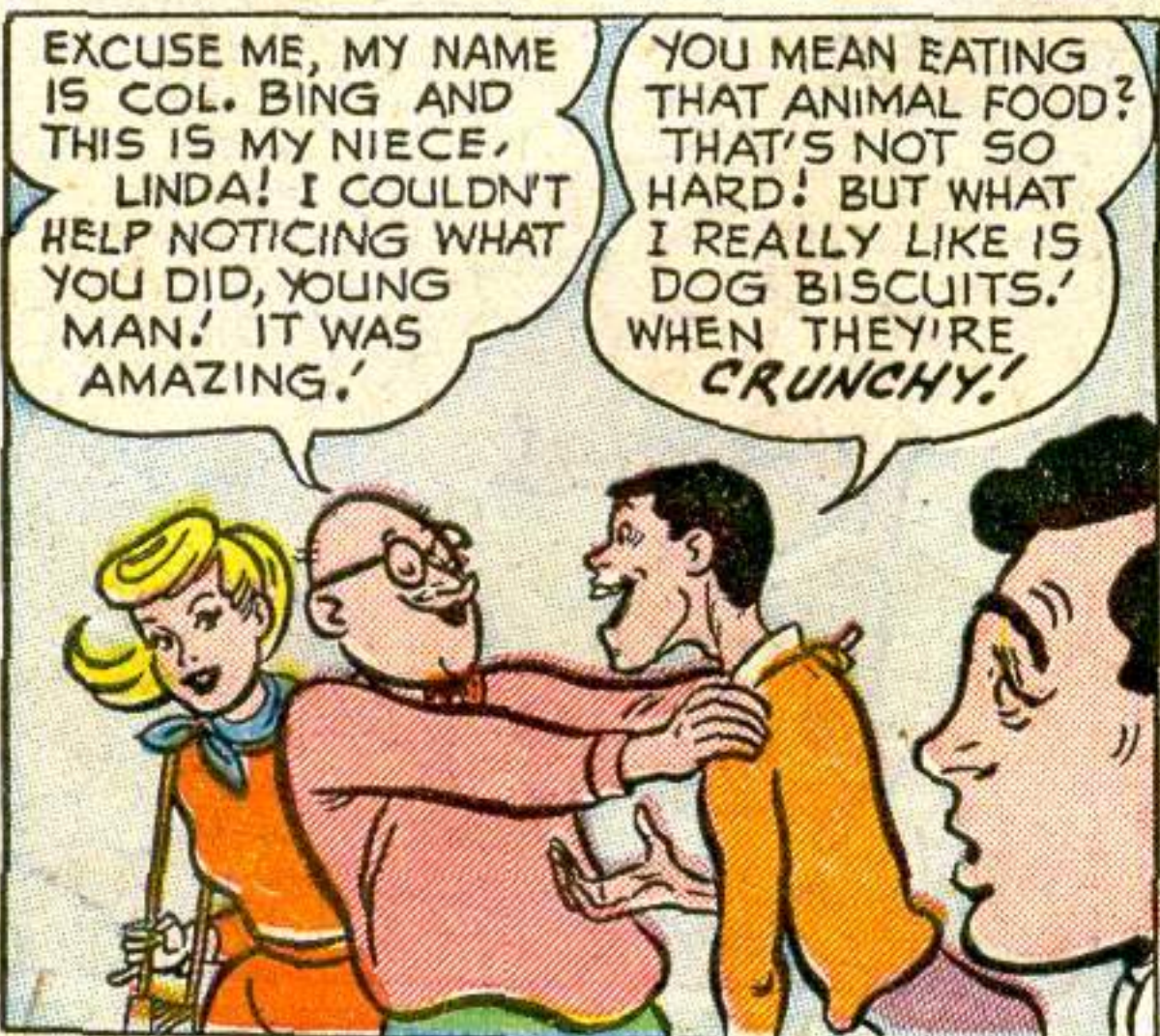
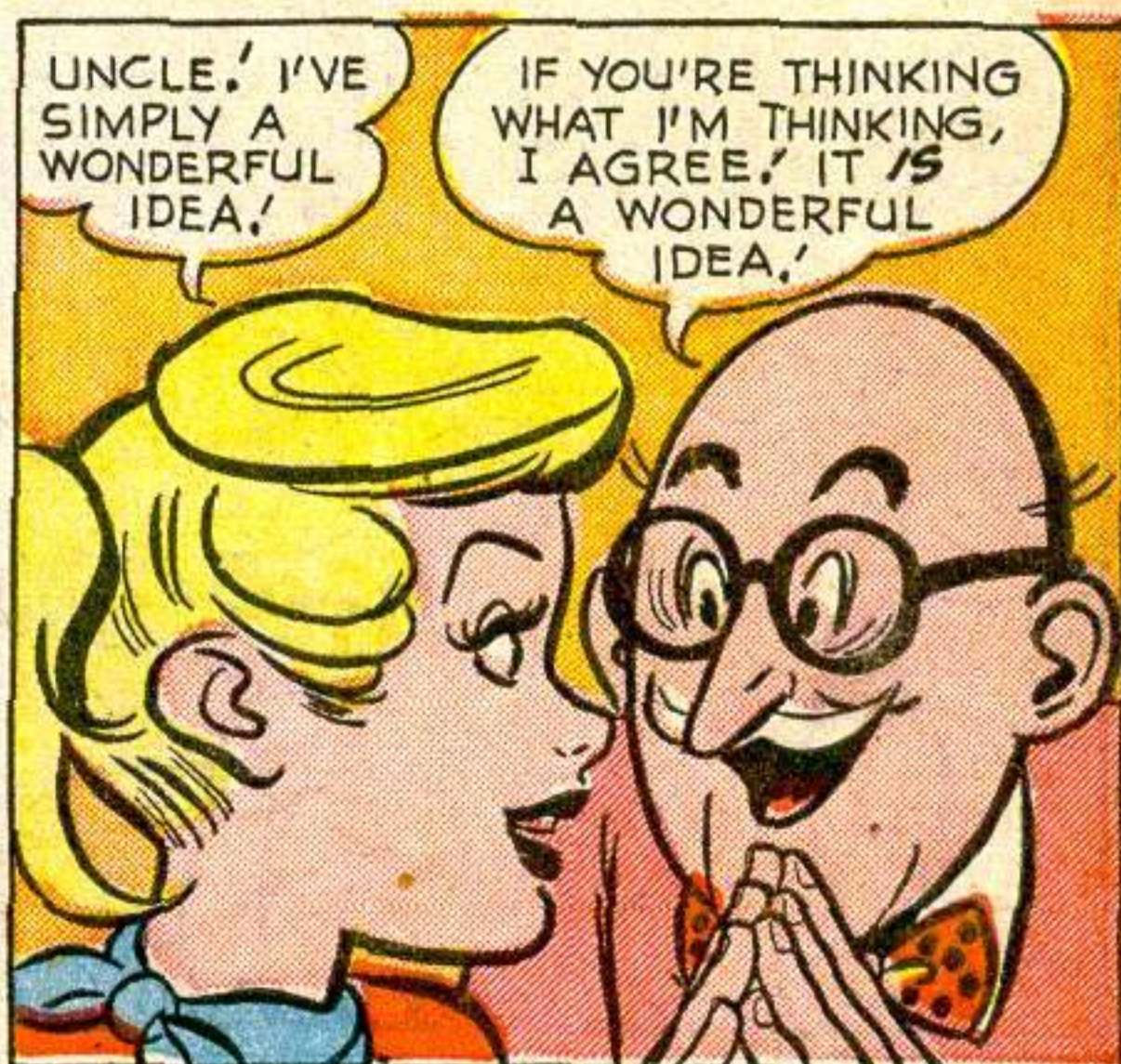




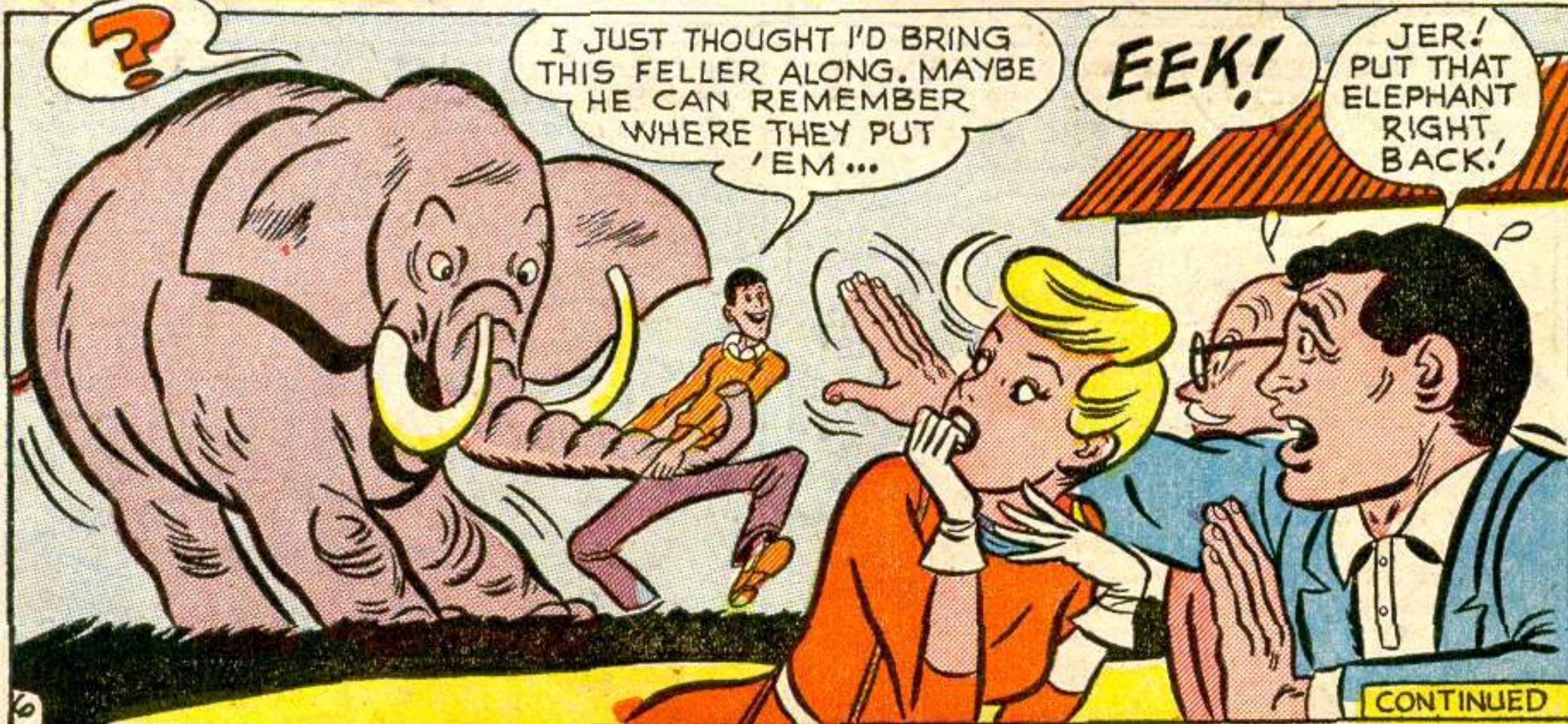
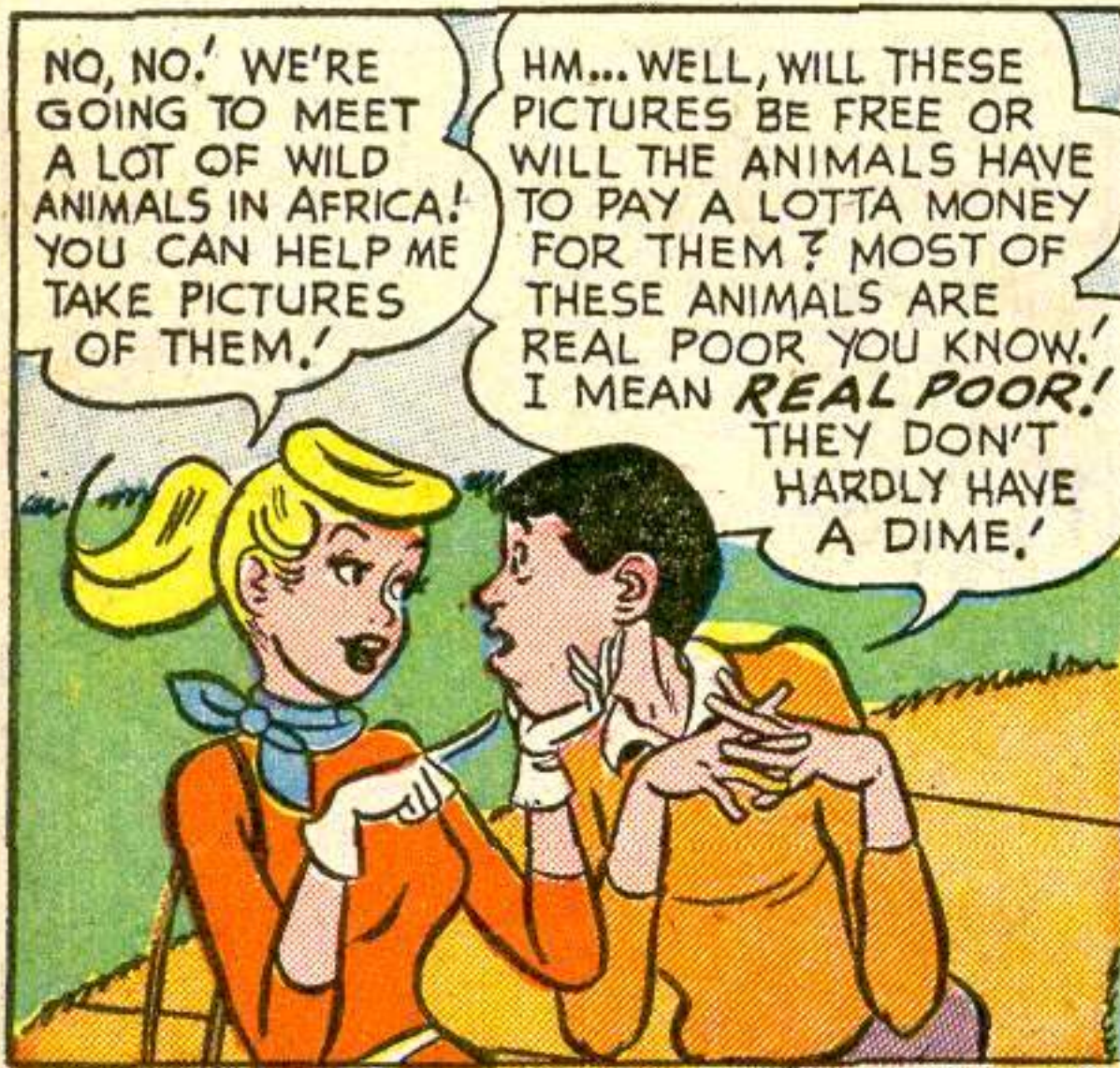














# TEEN Teasers



1- A FIREFLY IS A BEETLE!

2- A SLIDE RULE IS USED TO ADD, SUBTRACT, MULTIPLY AND DIVIDE!

3- A NAVY CAPTAIN RANKS HIGHER THAN AN ARMY MAJOR!

THE  
ANSWERS

TRUE OR FALSE: 1-TRUE 2-FALSE... A SLIDE RULE DOES NOT ADD OR SUBTRACT. 3-TRUE. 4 WORDS: STRIDE-PRIEST-SPRITE-RIPEST

FOUR SIX-LETTER WORDS CAN BE SPELLED, USING ALL SIX LETTERS SHOWN, IN EACH WORD. CAN YOU FIND THEM?

P  
S  
I  
T  
R  
E



ADVERTISEMENT

## MAGIC TRICKS

### MEND THE BROKEN TOOTHPICK

This'll really stump folks! Have somebody mark a toothpick, then put it in the center of a handkerchief. Bunch up the handkerchief in your hand and have somebody in the crowd break the toothpick through the handkerchief. Now—shake the handkerchief and the toothpick will fall out—as good as new! The mark on it will prove it's the same one.



#### HERE'S THE ANSWER:

You use 2 toothpicks and a handkerchief with a  $\frac{1}{4}$ " hem. Before you do the trick, hide another toothpick in the hem of the handkerchief. When you gather up the marked toothpick inside the handkerchief, hold it in your hand and let the person who breaks the toothpick break the one in the hem of the handkerchief.

A Product of General Foods



## MIX TRICKS

And here's how to turn plain milk into the most luscious, chocolate-y chocolate milk you ever tasted—faster'n lightning! Just use Baker's 4 in 1. Works the same for delicious hot cocoa, too (the directions are on the package). Ask Mom to get the 1-lb. size today!



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daughter

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for time and channel

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# THE ADVENTURES OF Dean MARTIN and Jerry LEWIS

WELL, COME ON, AWREADY! THIS IS AFRICA, AIN'T IT? WELL, WHAT ARE WE **WAITING** FOR? LET'S GO!

WE'RE WAITING FOR OUR HUNTER, MR. WILSON, AND HIS GUIDES, JERRY! THEY'RE GOING TO **HELP** US!



WE DON'T NEED GUIDES! COME ON, JUST FOLLOW ME! I'LL LEAD THE WAY!

BUT JERRY, WAIT--

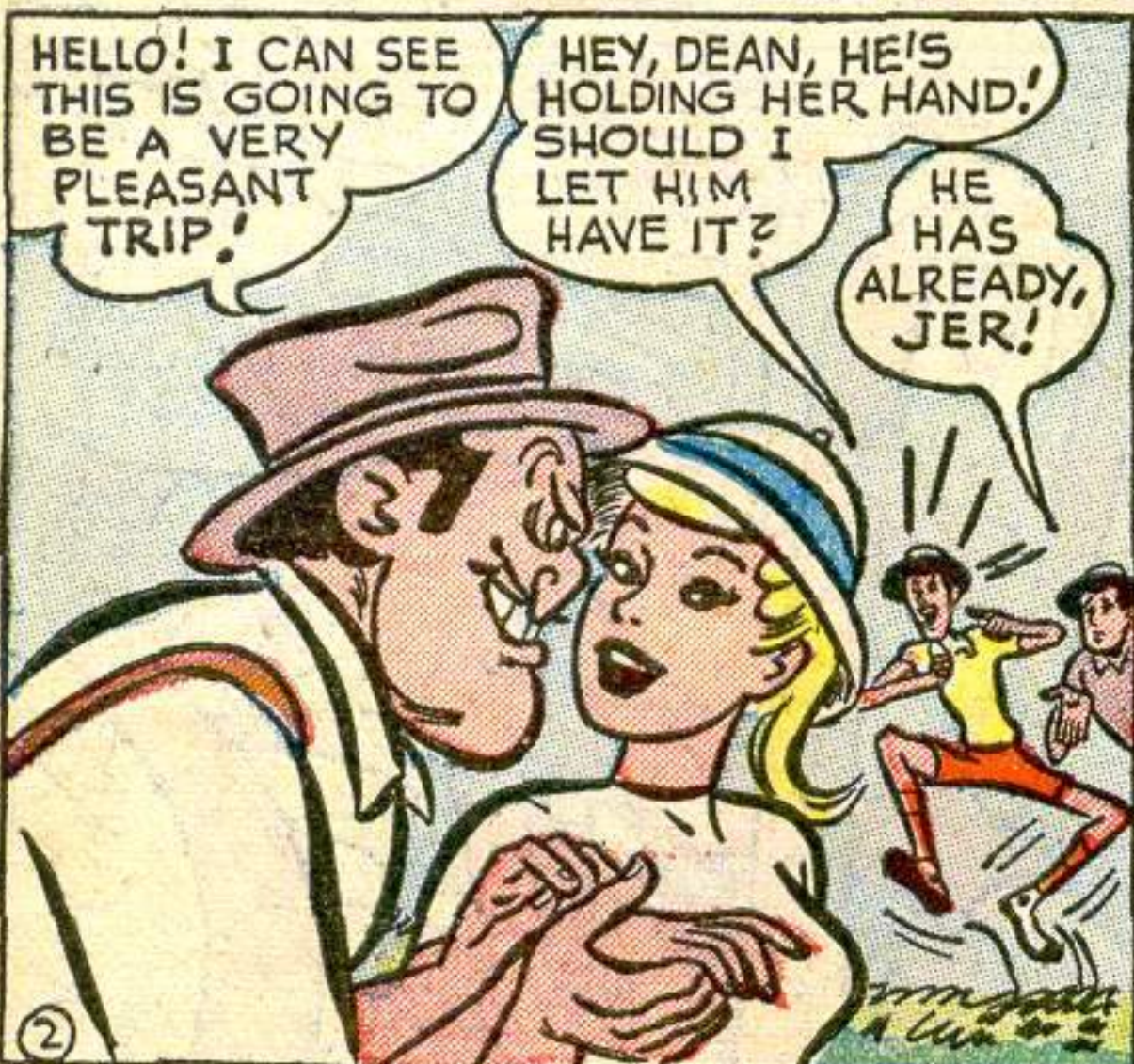
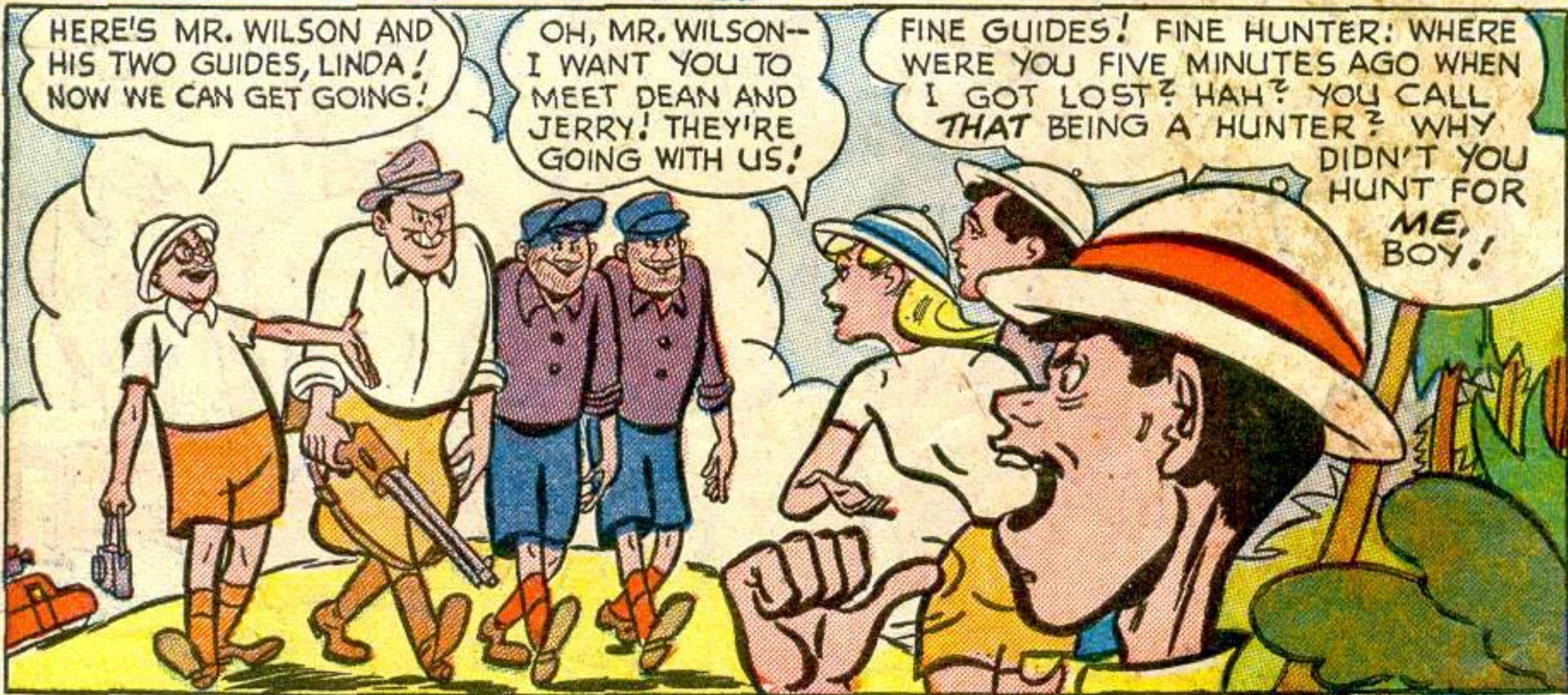


GUIDES, PHOOEY! YOU'D THINK WE WERE IN THE MIDDLE OF THE AFRICAN JUNGLE OR SOMETHING...

BOY! THEY SURE GOT A LOT OF TREES HERE... IT'S JUST LIKE A JUNGLE!



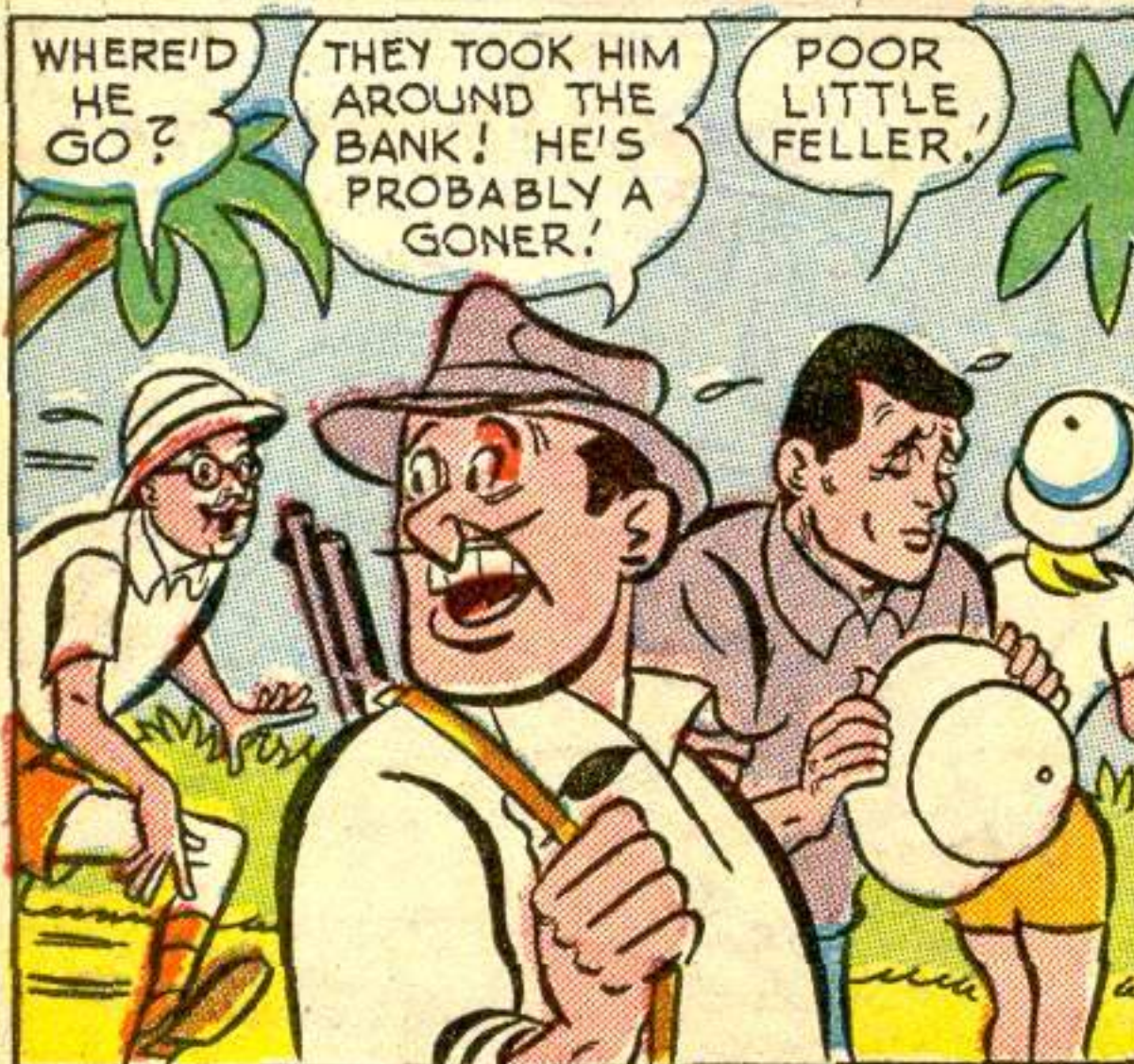




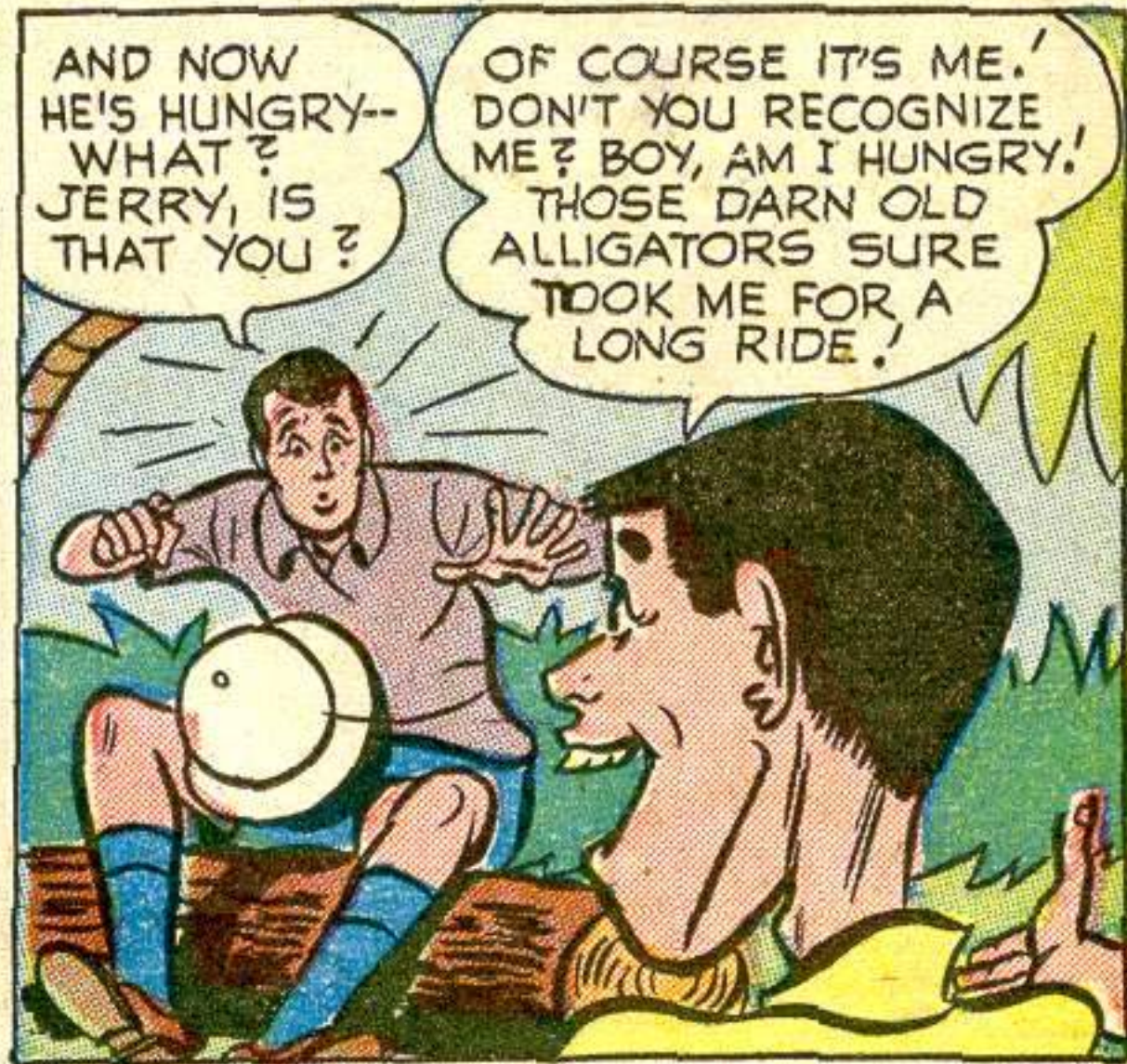




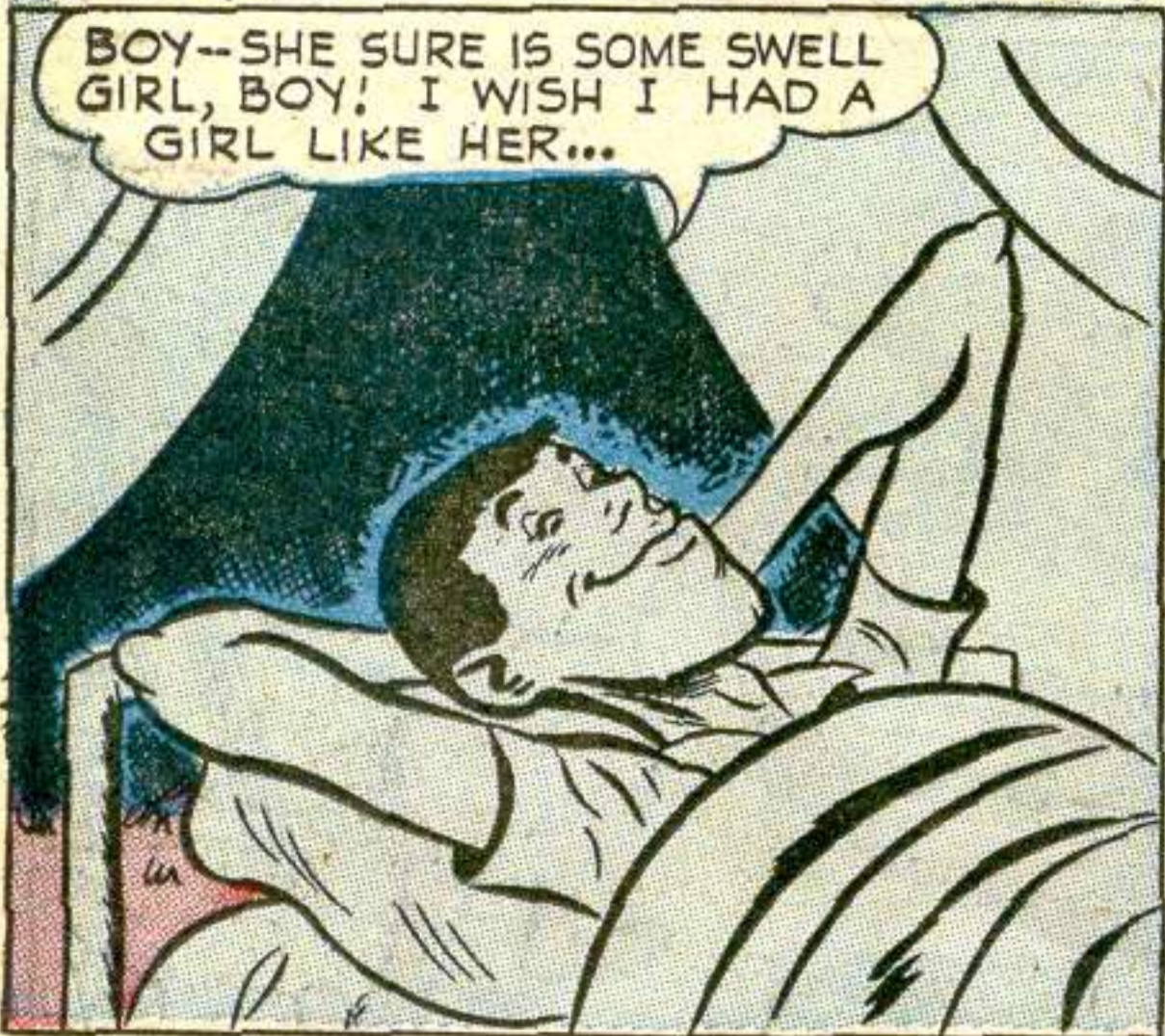




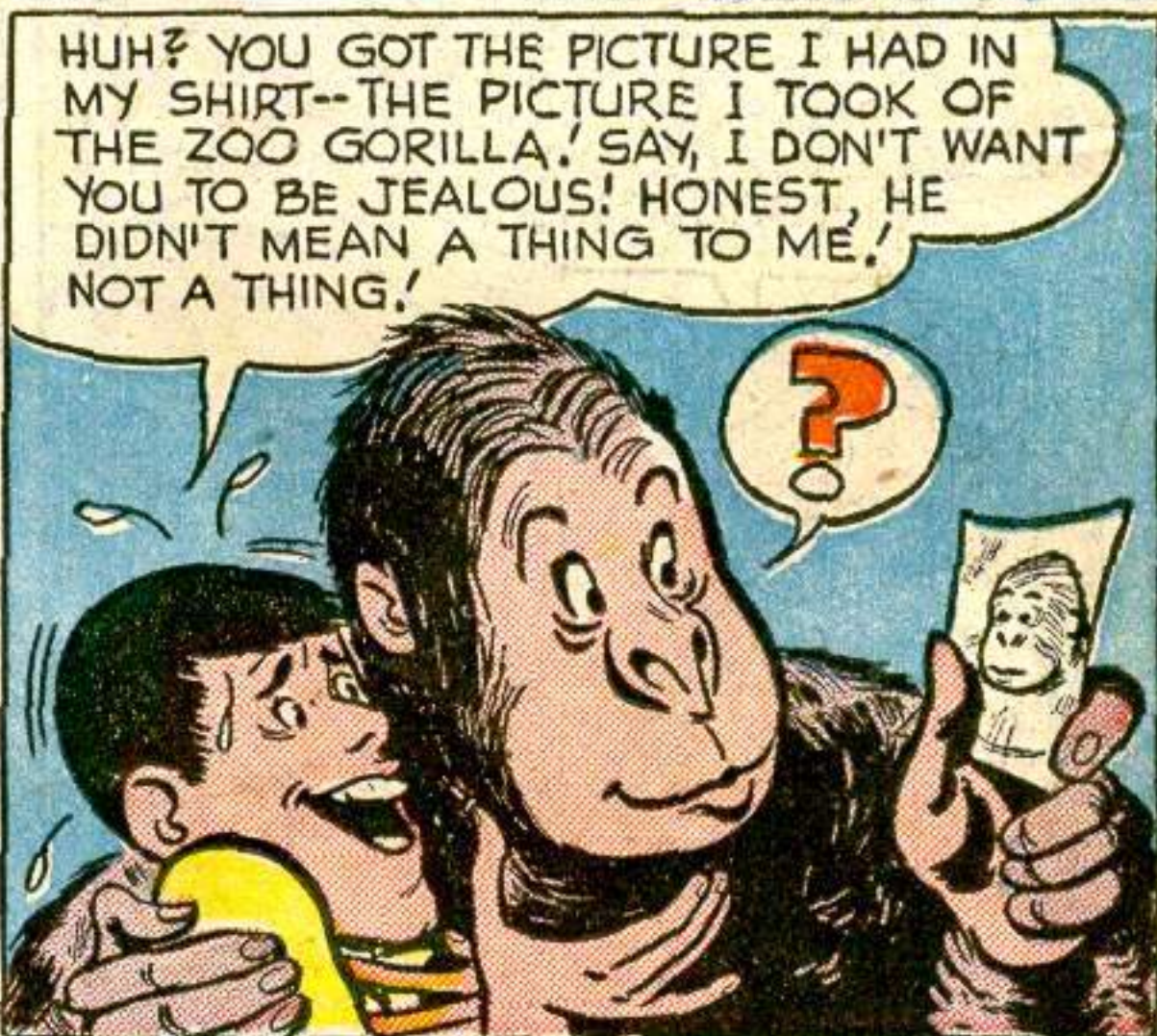








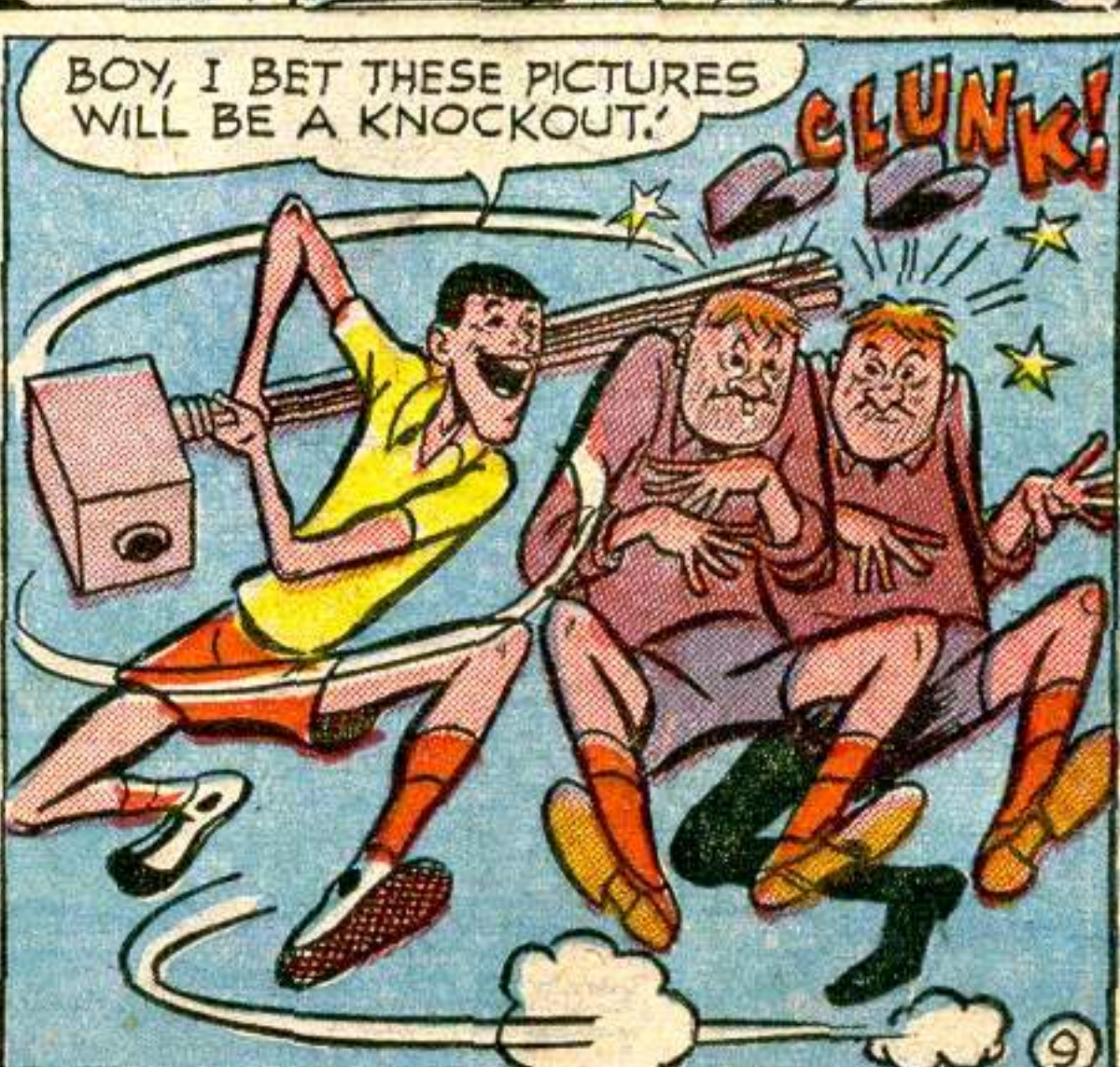




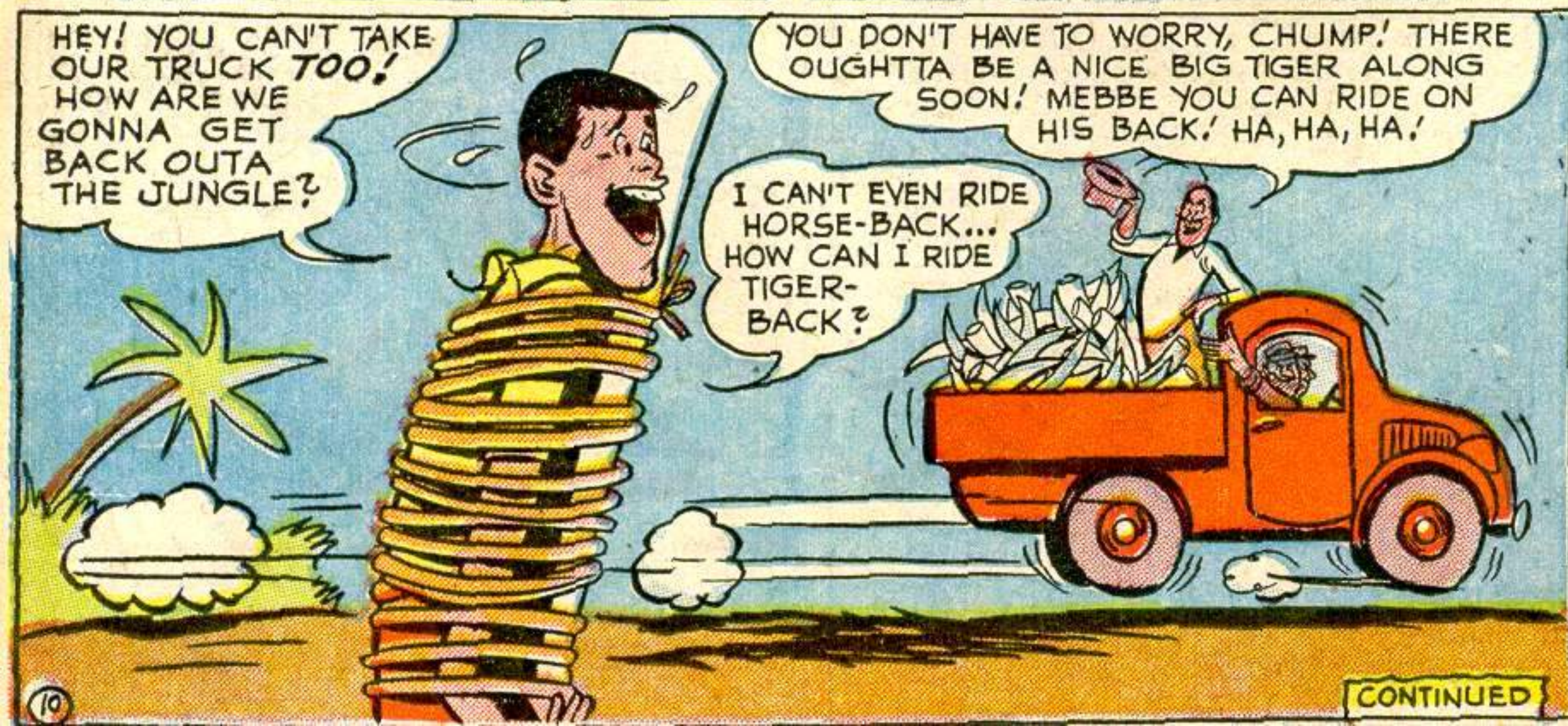














# picture MATH

A VOLCANO  
HAS ONE!



ADD AND SUBTRACT  
THE LETTERS AND  
THE LETTERS OF  
THE NAMES OF  
THINGS PICTURED,  
AS DIRECTED.  
THEN REARRANGE  
THE REMAINING  
LETTERS TO SPELL  
A 6 LETTER WORD.  
THE CARTOON WILL  
GIVE YOU A CLUE  
TO THE ANSWER!

Diagram illustrating the word puzzle components:

- Mermaid + Trowel + 2nd LETTER IN NAME OF THIS OBJECT (Obelisk) = ?
- CA - MEDAL - MI = ?
- Abbreviation of CALCIUM (Ca) - MI = ?

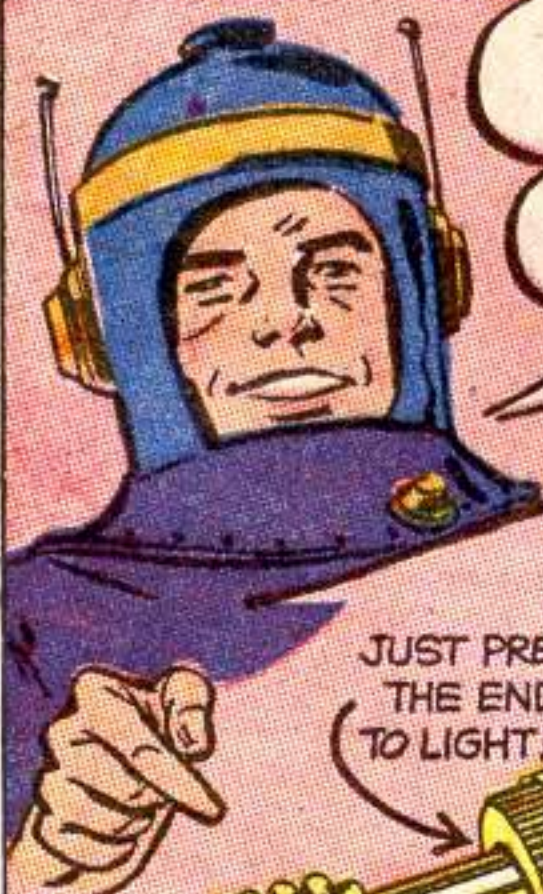
*The*  
**ANSWER**

MERMAID + TROWEL + OBELISK - BOW  
+ CA - MEDAL - MI = CRATER.

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WITH A GENUINE G.E. BULB AND RAY-O-VAC BATTERY!



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THE END  
TO LIGHT!

STREAMLINED  
LIKE A SPACE  
SHIP!

SLEEK, GLEAMING...  
LOOKS LIKE GOLD!

SEND SIGNALS TO  
YOUR PALS! LIGHT  
UP SECRET CORNERS!

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FLAVORS IN EACH  
BIG ROLL OF  
NECCO WAFERS...  
AND DOZENS  
'N DOZENS FOR  
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TO YOUR BELT  
WITH  
EXPLORER  
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# LEAVE IT TO Binky

## "GOOD NEIGHBOR SPIRIT"

WHAT'S EATING YOU KIDS? YOU LOOK KIND OF DOWN IN THE MOUTH.

AW, WE WERE PRACTICING SHOOTING BASKETS AND THE BALL KEPT GOING ON MR. JONES' LAWN, SO HE CHASED US.

HOW WE GOING TO GET IN SHAPE FOR OUR GAME WITH THE BEACHVIEW TEAM? NOBODY'LL LET US HAVE ANY PLACE TO PRACTICE.

GEE, THAT'S TOUGH, BUT I'VE GOT AN IDEA! YOU'RE A NEIGHBORHOOD TEAM, SO WE'LL TAKE THE PROBLEM TO THE NEIGHBORHOOD COUNCIL!

AW, THAT'S FOR GROWNUPS, BINKY! THEY WOULDN'T LISTEN TO US!

MY DAD SAYS IT'S FOR *EVERY-BODY*, ALLERGY. LET'S TRY IT!

YOU'VE ALL HEARD BINKY TELL ABOUT THESE YOUNGSTERS' PROBLEM. THEY WERE A BIG HELP TO US IN OUR NEIGHBORHOOD CLEAN-UP CAMPAIGN. LET'S FIGURE OUT A WAY TO HELP THEM.

THEY SHOULD HAVE A PLACE TO PRACTICE--BUT WHERE? THE SCHOOL GYM AND PLAYGROUND HAVE FULL PROGRAMS. HASN'T ANYBODY GOT A BASEMENT OR VACANT BUILDING?

HOW ABOUT THAT OLD STABLE IN BACK OF YOUR HOUSE, MR. JONES? YOU DON'T USE IT ANYMORE.

WELL, I DON'T KNOW... IT'S FULL OF OLD JUNK, AND HOW DO I KNOW THESE KIDS WON'T TEAR UP THE PLACE?

GOSH, MR. JONES, WE'LL CLEAN THE PLACE OUT-AND KEEP IT CLEAN!

I'VE CHECKED WITH THE RECREATION CENTER AND THEY'LL SEND SOMEBODY OVER TO COACH THEM AND TAKE CHARGE. GIVE THEM A BREAK, MR. JONES.

A FEW DAYS LATER...

WELL, MR. JONES, HOW DO YOU LIKE HAVING YOUR OLD STABLE AS HEADQUARTERS FOR OUR JUNIOR BASKETBALL TEAM?

I LIKE IT SO MUCH THAT I'M BRINGING THEM SOME OF MRS. JONES' FRESH-BAKED DOUGHNUTS! HAVE ONE?

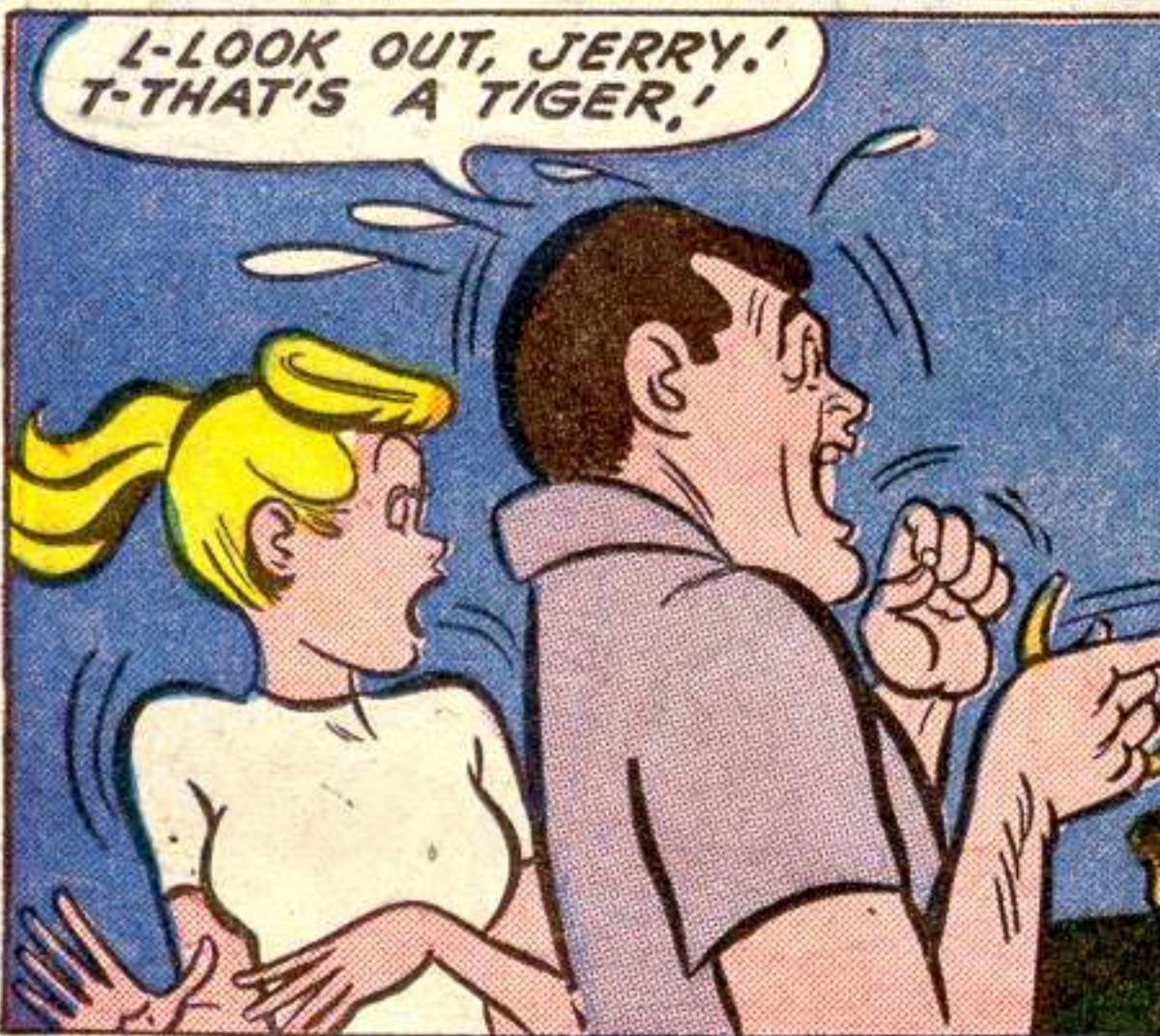
NEIGHBORS FEEL GOOD WHEN THEY CAN GET TOGETHER TO HELP EACH OTHER, YOUNG AND OLD. THAT'S WHY IN CITY AFTER CITY, NEIGHBORHOOD COUNCILS ARE BEING FORMED SO FOLKS CAN IMPROVE RECREATION, HEALTH AND WELFARE RIGHT IN THEIR OWN NEIGHBORHOODS!



THE ADVENTURES OF  
**Dean**  
**MARTIN** and **Jerry**  
**LEWIS**







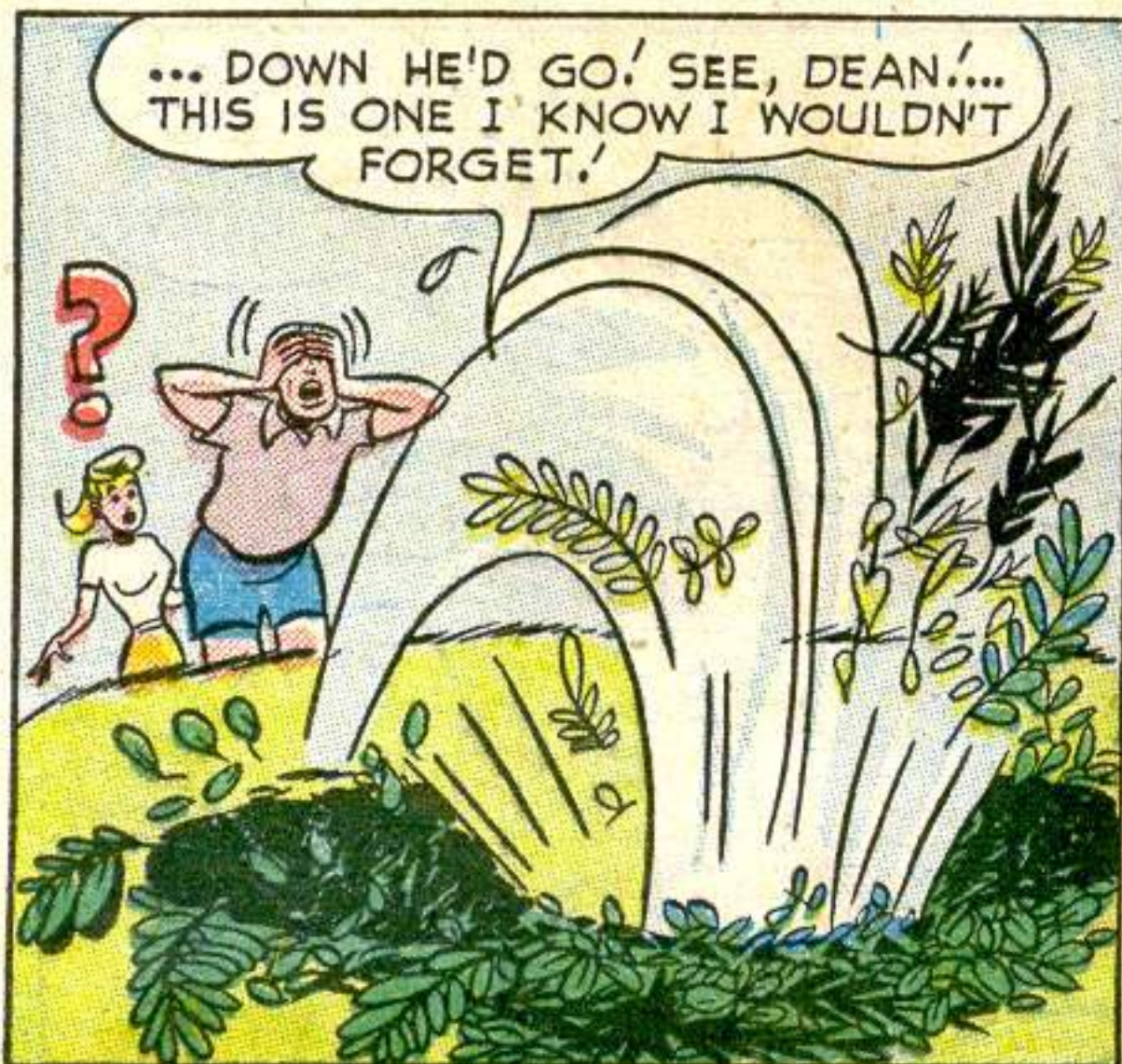












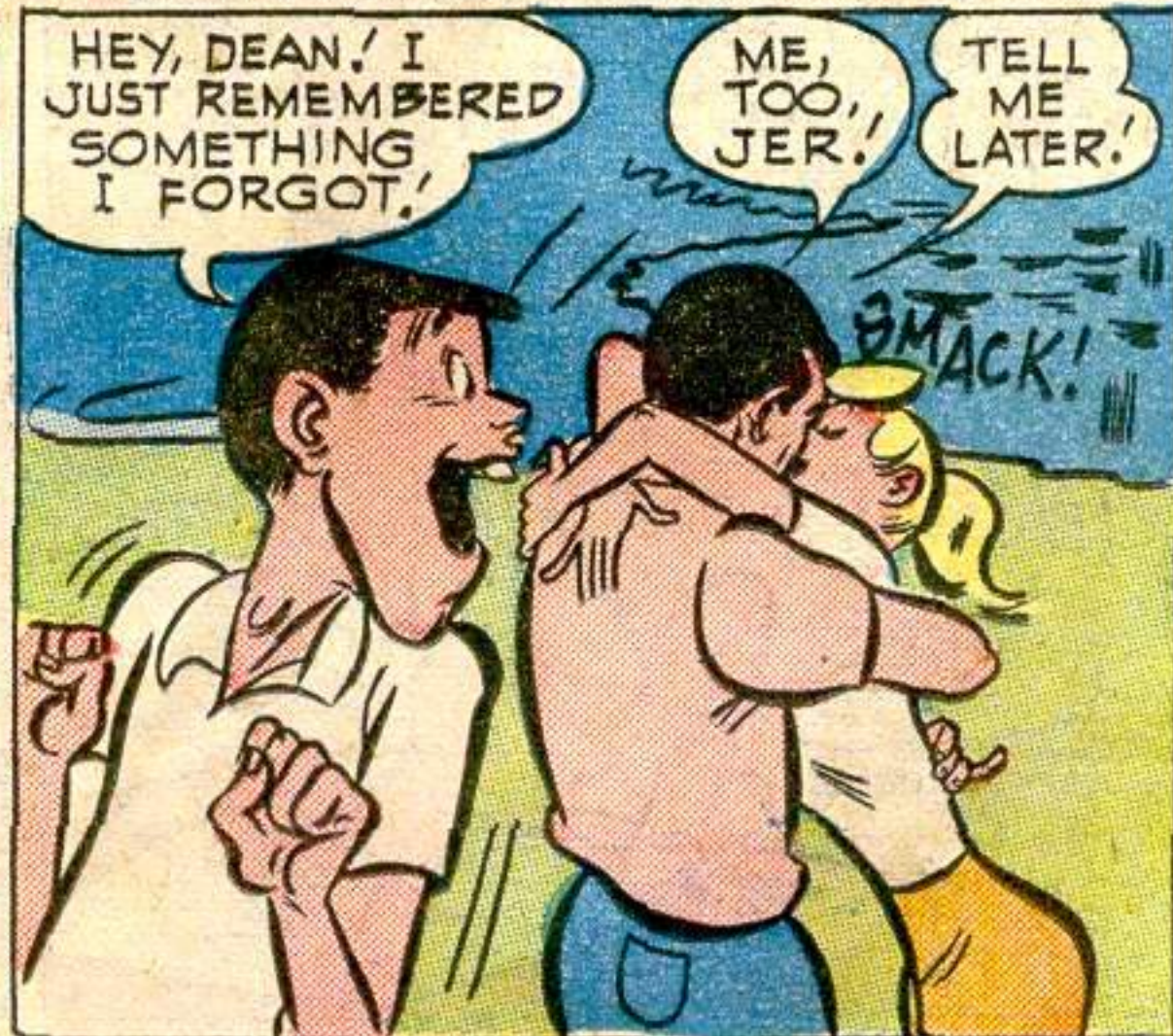
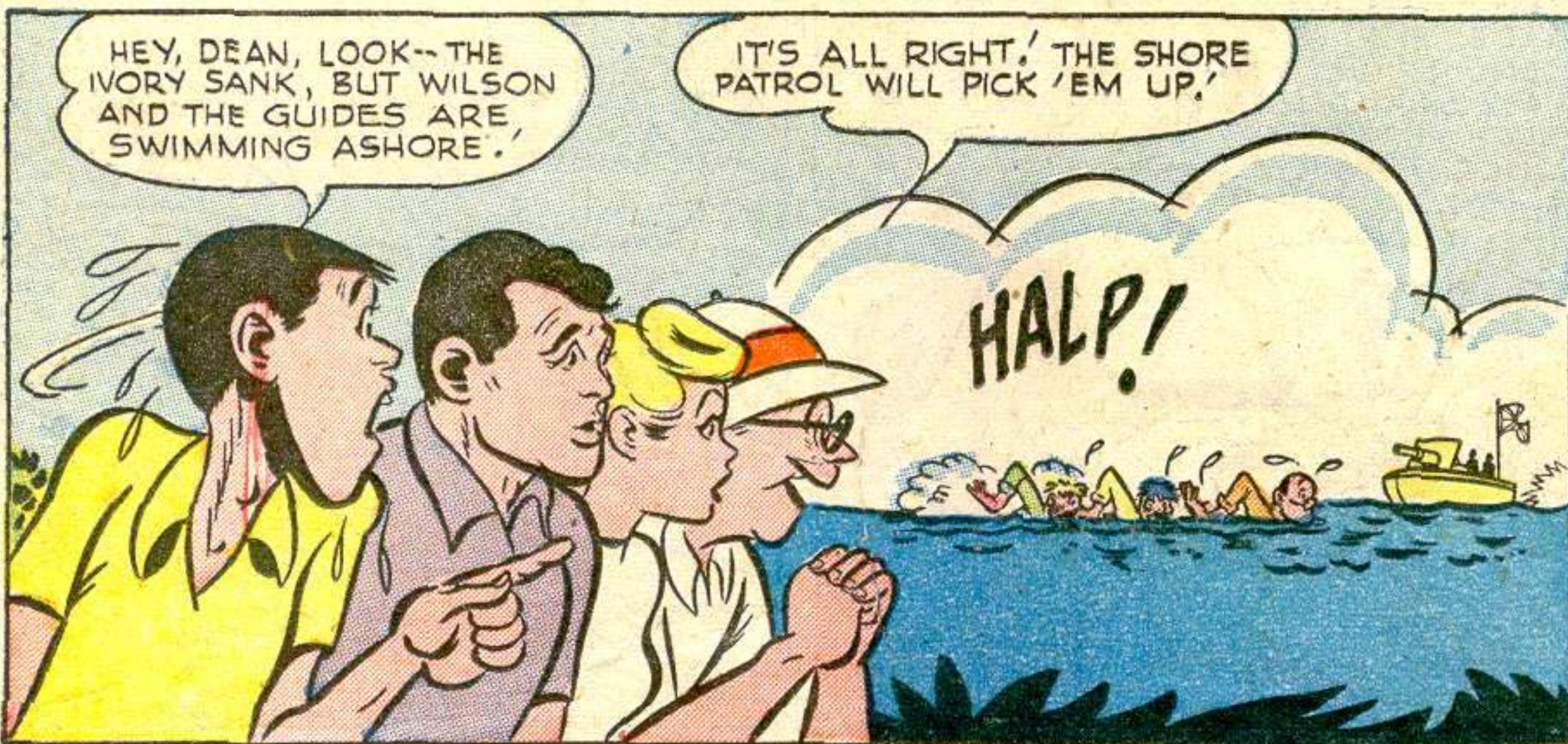








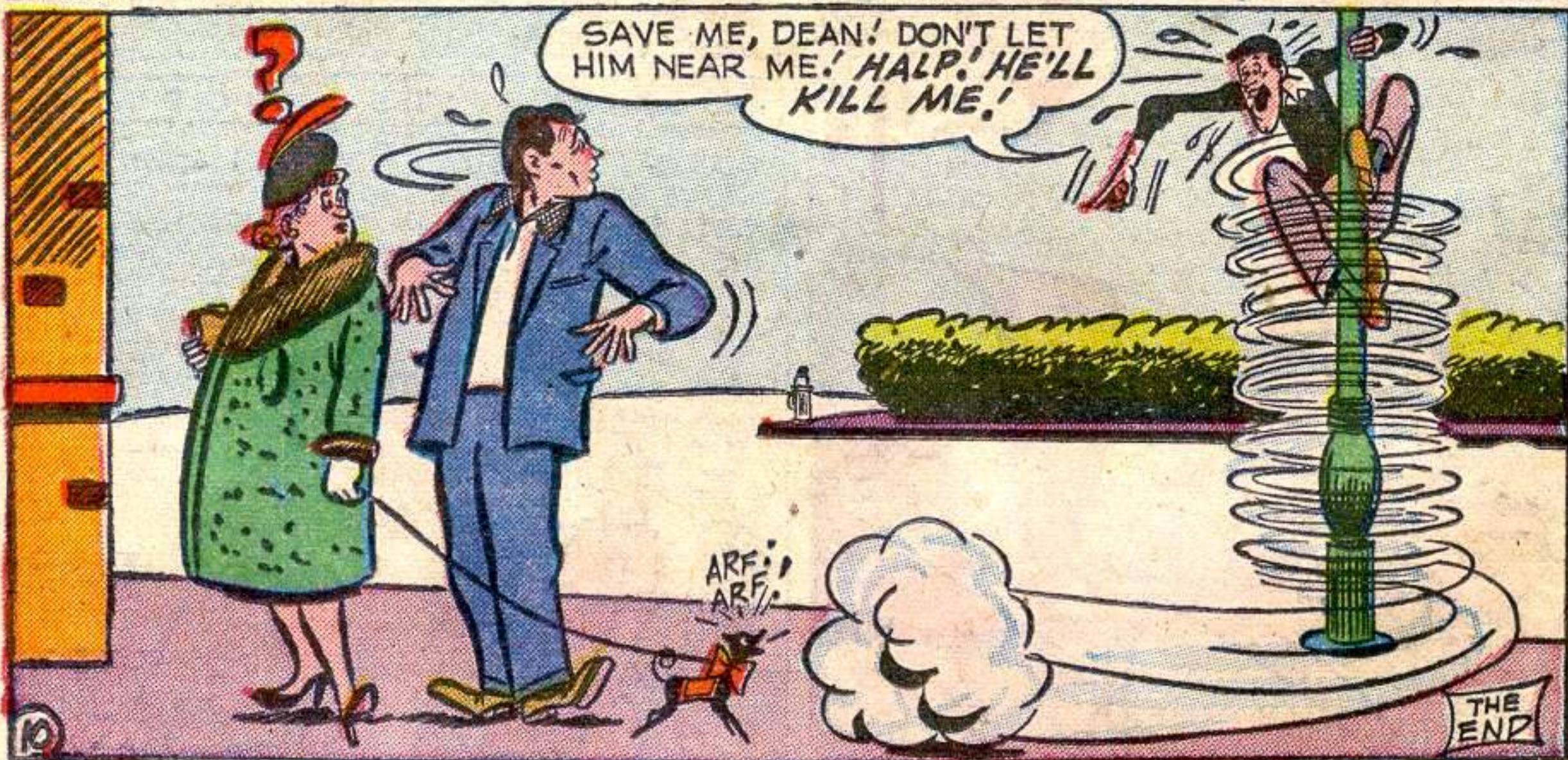












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**AMERICA'S FAVORITE**

**"YOUR HAIR'S  
BEST FRIEND"**

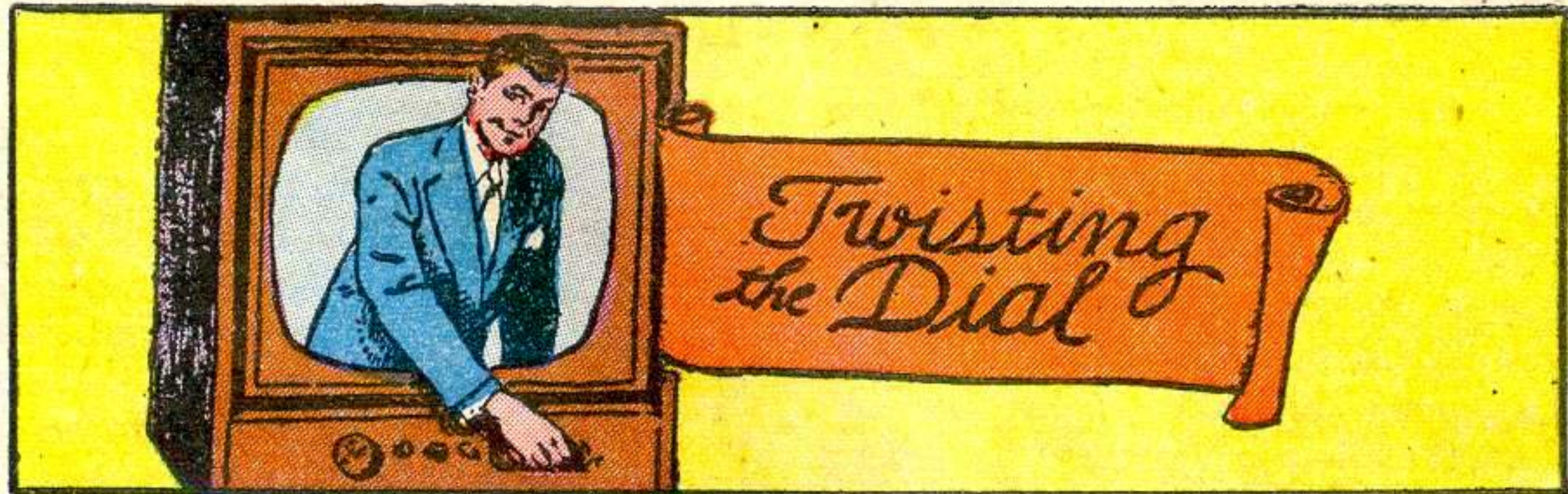
**DON'T FLUNK** the Finger-Nail Test! Don't let dry, unruly hair and loose, ugly dandruff spoil your look! Keep your hair neat and natural all day long with Wildroot Cream-Oil.

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**CREAM-OIL**  
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RELIEVES DRYNESS  
REMOVES  
LOOSE DANDRUFF

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## "MY HERO"—TELEVISION'S NEWEST COMEDY SENSATION

**T**HIS month, we take pleasure in presenting our profile of America's newest TV hit. The Robert Cummings Show, "My Hero," a rapid-fire comedy adventure series which is seen over the NBC-TV network on Saturday at 7:30 P.M. (EST) for Dunhill King Size cigarettes, is the story of one Robert S. Beanblossom, a carefree real estate salesman who is blessed with a maximum of charm and a minimum of efficiency—plus the lowest sales record in the office.

The half hour show stars Cummings in his first regular TV show as Beanblossom. Julie Bishop is featured as Julie Marshall, the office secretary.

Possessing a genius for causing chaos in other peoples' lives and something less than a sensation as a business man, Beanblossom is still "My Hero" to Julie, his titian-tressed worshipper. As secretary to the boss, Willis Thackery (owner of the Thackery Realty Company), Julie has no easy time protecting her hero and his job.

Robert Cummings for many years has been known as one of the most versatile young actors in Hollywood. He has played heavy drama and sophisticat-

ed comedy, callow youth, young men in their thirties, and rather young men in their early forties.

From the time he played his first movie role (as the young southern soldier in "So Red The Rose") through the time he played the tragic figure in "Kings Row" and up to the present, he has been in constant demand by the casting offices.

Despite all his opportunities, however, Cummings has recently felt that the time has come to concentrate on a single character and one role. Over a period of time he has developed the Robert S. Beanblossom character — not a Harold Lloyd, not a Charles Ray, nor a Walter Mitty—but a personality with some elements of all of them.

Cummings first discussed his idea with Don Sharpe, producer of the great "I Love Lucy" show a year ago, and both agreed Beanblossom was a great character for TV. Then he met Producer Mort Greene and discovered he was a very capable young producer who has an unusually creative flair.

Julie Bishop, the secretary in love with Beanblossom, was born in Denver, Colorado, and when she was five, her





family moved to California. As a child, she acted with Theodore Kasloff who also taught her dancing. After graduating from the Westlake School for Girls, Julie was spotted by producer-agent Charles Feldman while she was performing at the Pasadena Community Playhouse. Columbia signed her and she subsequently appeared in several pictures with Rita Hayworth.

John Litel is also entering television on a regular basis with his portrayal of Willis Thackery. Hale and hearty, though pushing 60, Litel is the white-haired, stern, executive type. He spent his early years on the stage as a leading man, so that when he reached Hollywood he was ready for the more mature type of roles.

"My Hero" is produced like a motion picture, filmed scene by scene. Although there is preliminary rehearsal before the cameras start to grind, each complete week's show is not fully rehearsed and ready for the cameras when shooting starts: each separate sequence is first rehearsed and then shot. Only one camera is used, which means each take is shot by the same camera as often as there are different camera angles. If part of the sequence shows a choice of close-ups, medium shots, or long shots, they are all taken by the same camera. Consequently, when the show is put together and edited in its final form, the editor has a choice which will result in perfection.

It's a good guess that "My Hero" is due for a long run on television. Both the show and Dunhill cigarettes are comparative infants—but they'll be big-time faster than you can blow a puff of smoke.

## FROM OUR TICKER TAPE . . .

Don McNeill's "Breakfast Club" may double into TV in the near future. . . . With only a weekly, instead of daily show to worry about, Kukla, Fran and Ollie plan to personally visit the folks in many cities. . . . A Mexican version of "What's My Line" is said to be a heavy favorite with video fans south of the border.

Lloyd Nolan believed quitting his "Martin Kane" sleuth role, to film his own whodunit series. . . . The trend toward putting top TV shows on celluloid continues. Burns and Allen program will get the vidpix treatment and Eddie Cantor hopes to persuade his sponsor to do the same. . . . Radio row gossip has it that CBS has been trying hard, with some success, to persuade Jack Benny to stick to his first love, radio. The network is believed to feel that if Benny continues, its Sunday night comedy lineup will follow suit.

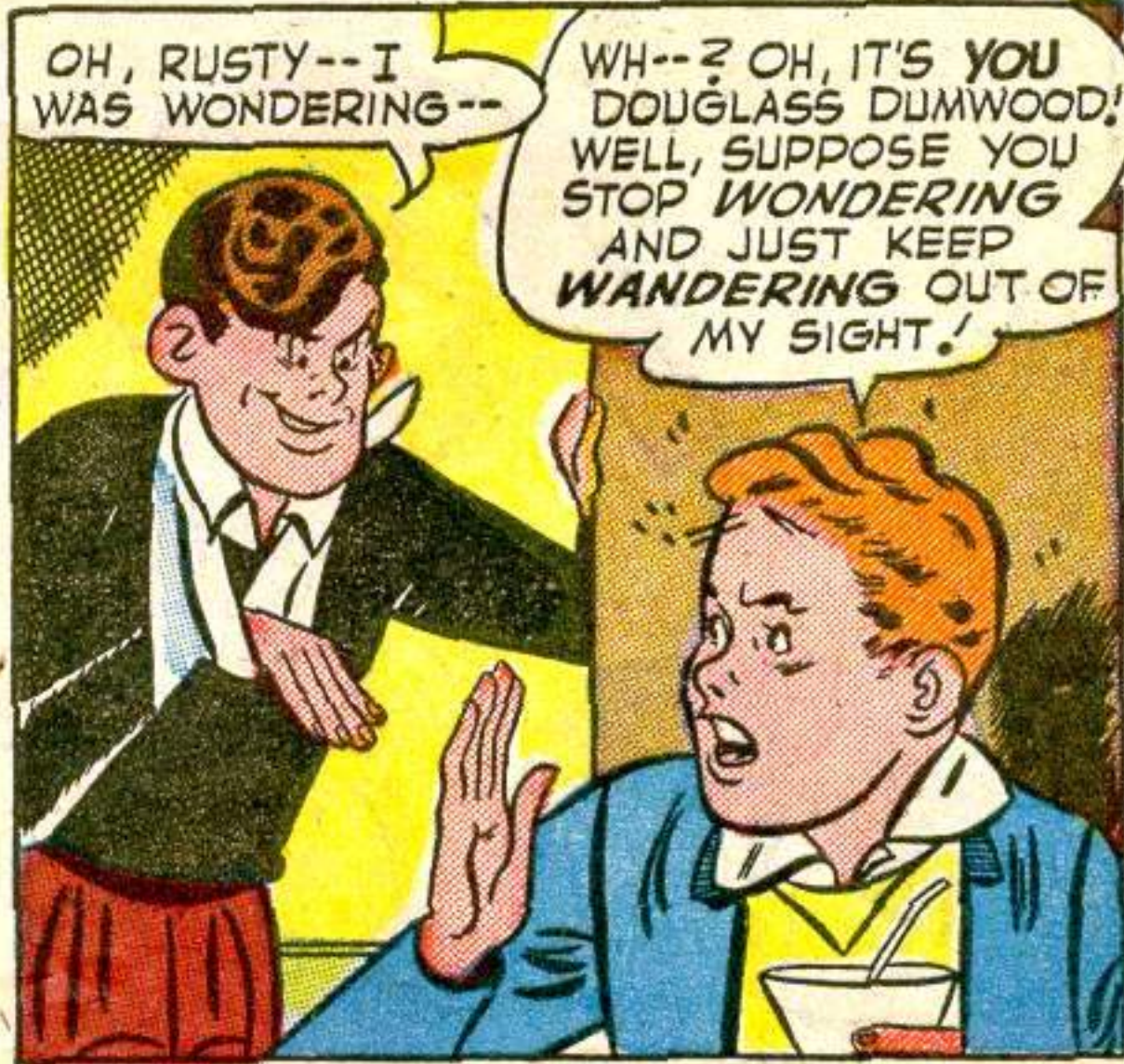
Composer Hoagy Carmichael will star in the first of a new TV film series being cooked up by bandleader Freddy Martin. . . . Herb Shriner's handling of contestants on the quizzer, "Two For The Money," has won high praise in TV circles, because Herb doesn't wisecrack at the expense of people on the show like some emcees do. . . . NBC, too, has been getting praise for its continued airing of the NBC Symphony concerts under Toscanini and other eminent maestros, a show which has minority appeal and cost the network over a half-million dollars to sustain. . . . Red Skelton is said to be unhappy about his show since its switch onto film. The grapevine has it that there's been criticism because the show "lacks the spontaneity" it had when done live.



# Rusty



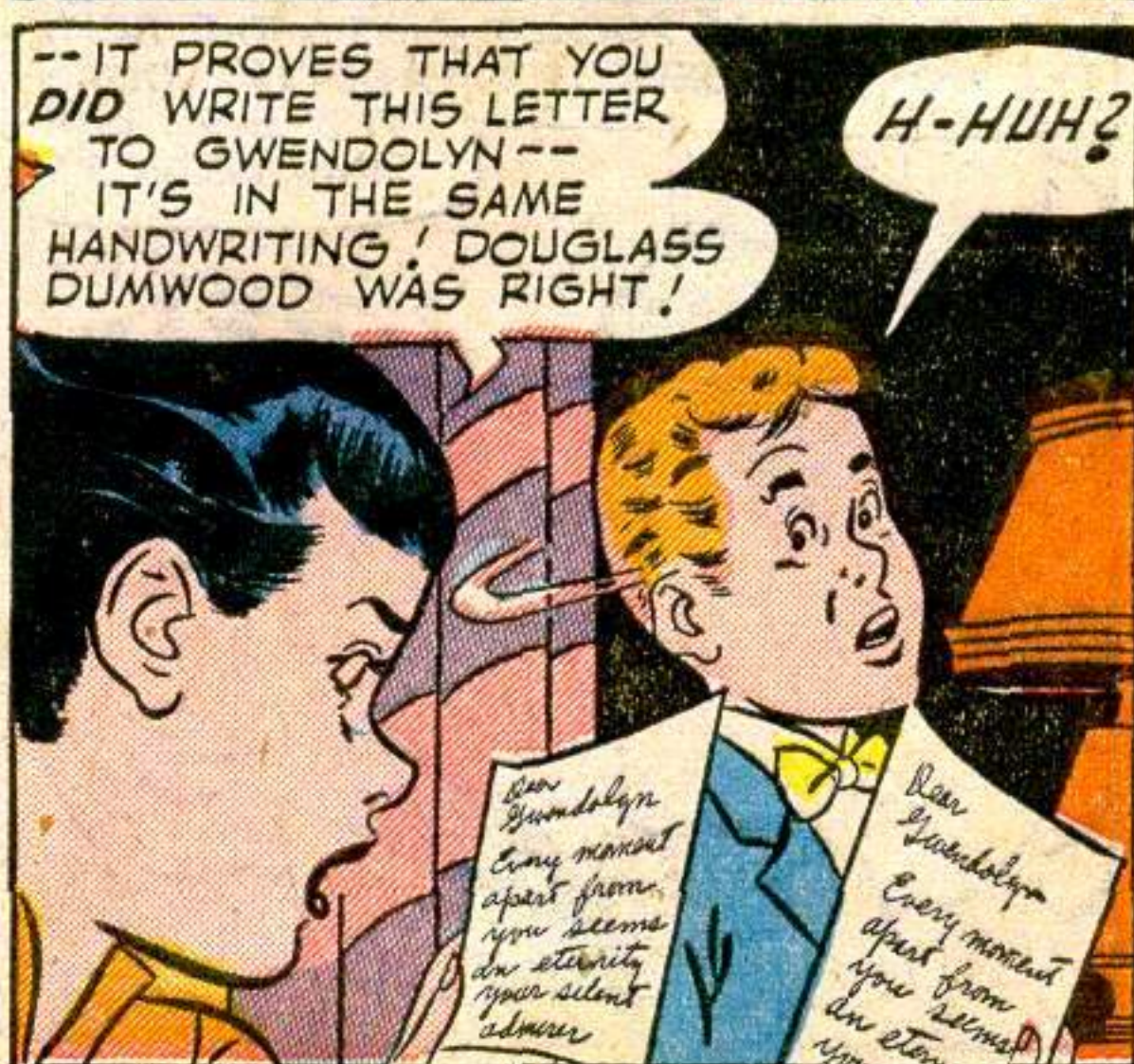
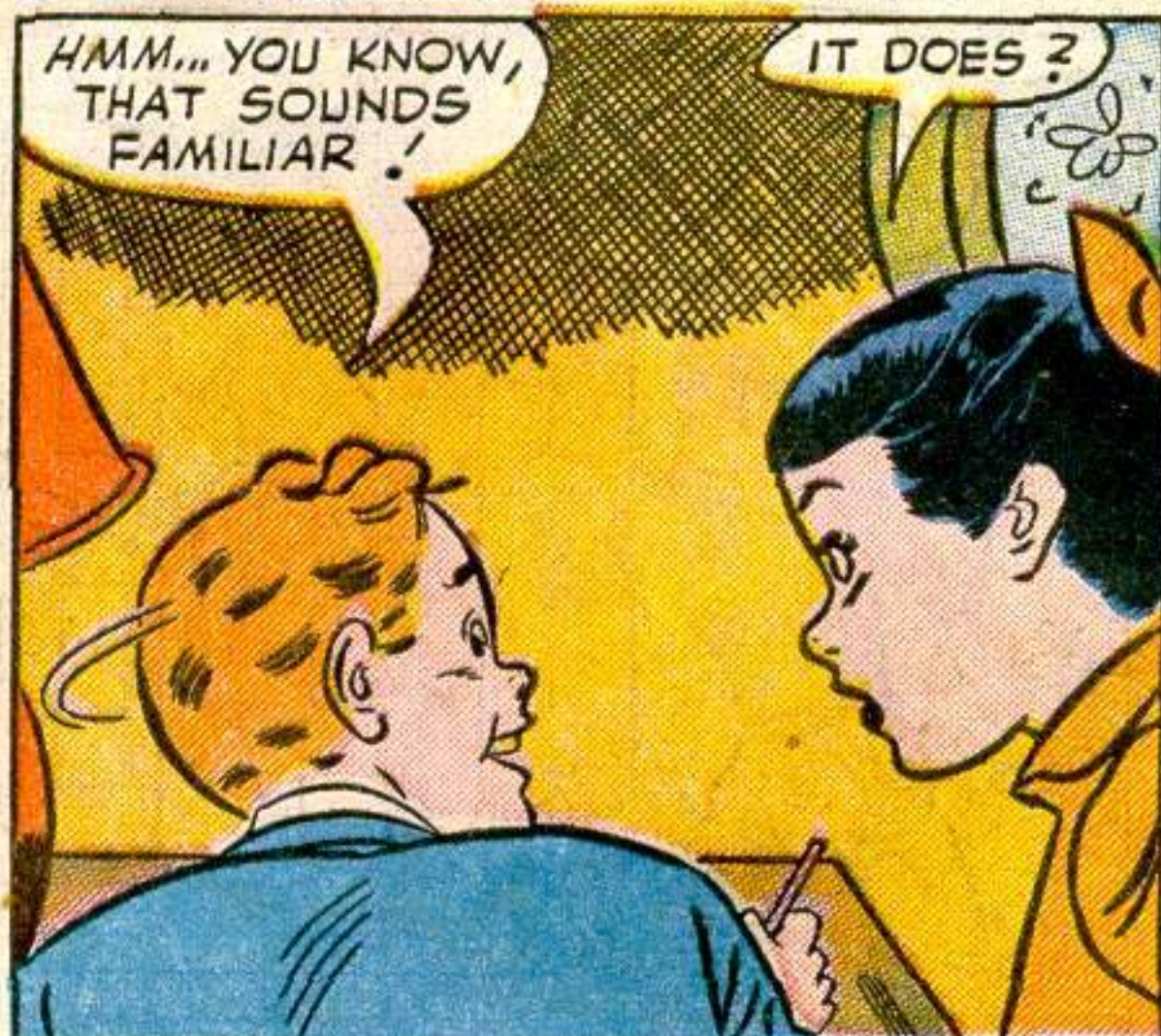
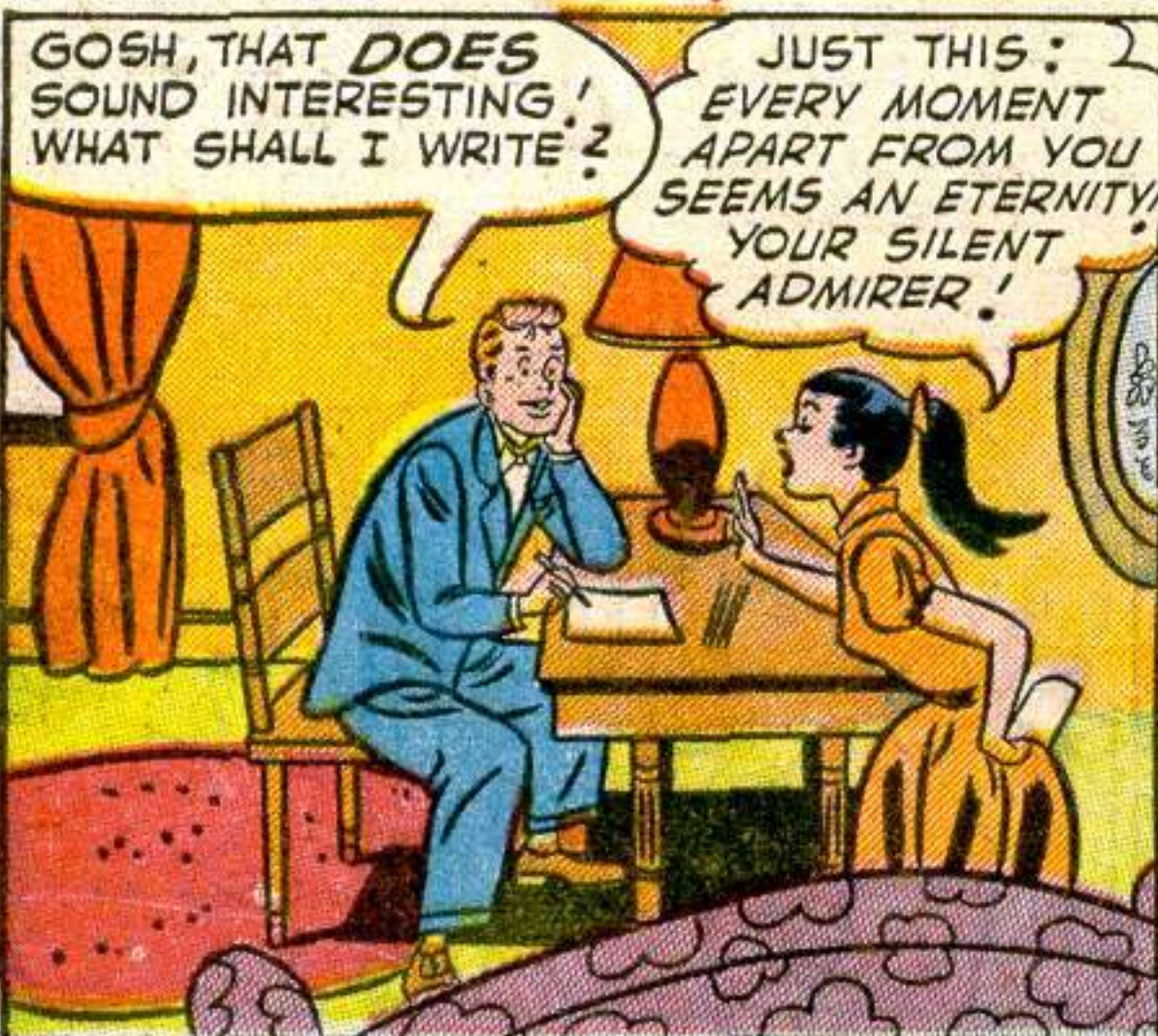














AND IT ALSO TELLS ME SOMETHING ABOUT YOUR FUTURE--**WE'RE THROUGH!**



B-B-BUT--!

HAH! EXIT RUSTY--  
ENTER DOUGLASS!  
I KNEW YOU'D SEE  
IT MY WAY, BETTY!



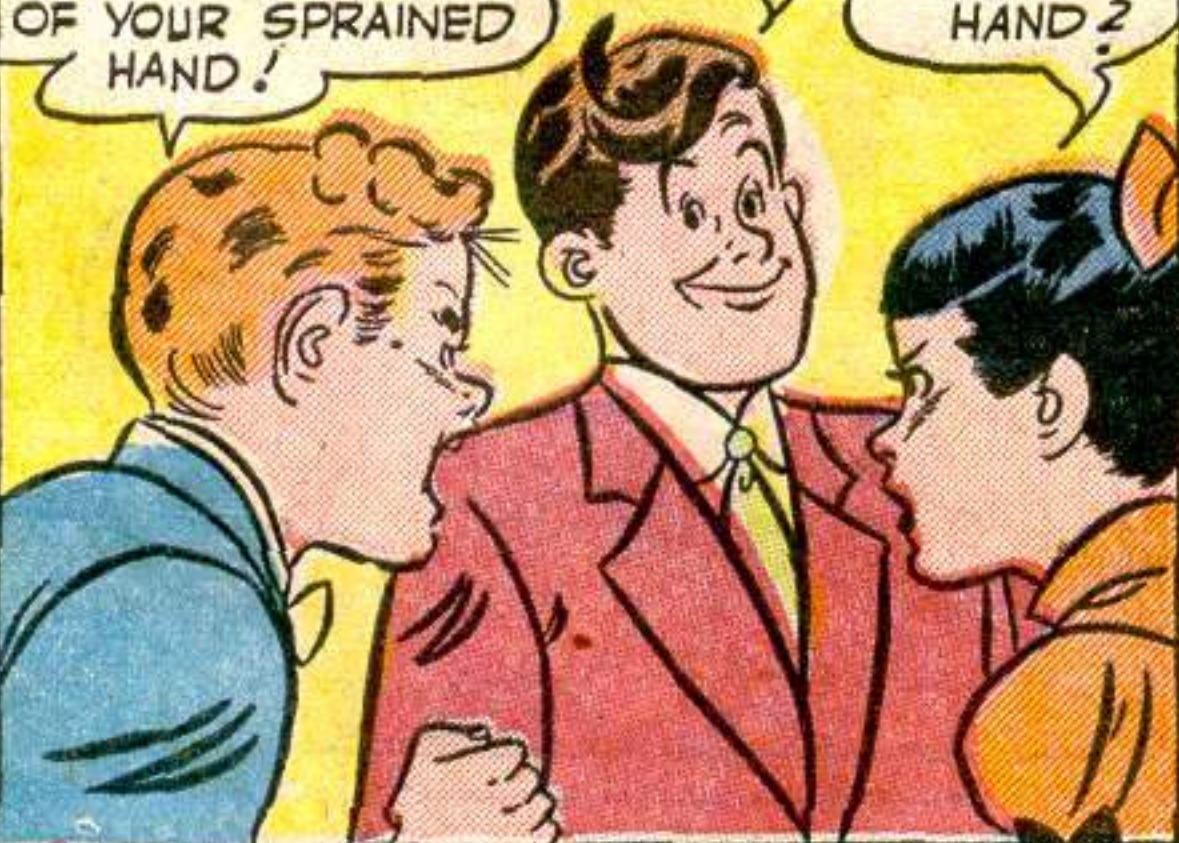
WH--? DOUGLASS  
DUMWOOD!  
THIS IS  
ALL YOUR  
DOING!

YOU MEAN  
IT'S YOUR  
**UNDOING**,  
RUSTY!

DUMWOOD, YOU **KNOW**  
I WROTE THAT LETTER  
TO GWENDOLYN FOR  
YOU-- BECAUSE  
OF YOUR SPRAINED  
HAND!

WHAT  
SPRAINED  
HAND?

YES  
RUSTY--  
**WHAT**  
SPRAINED  
HAND?



COME DOUGLASS! LET'S  
GO TO THE DANCE! I  
HAVE ALL THE PROOF  
I NEED ABOUT RUSTY--  
IN **WRITING!**

AND I'LL **HAVE**  
ALL THE PROOF  
I NEED--IN  
GWENDOLYN AND  
A WITNESS OR  
TWO!



**SOON...**  
BUT WHY  
DIDN'T DOUGLAS  
CALL FOR ME  
HIMSELF?

A SILENT ADMIRER  
COULDN'T DO THAT  
AND STILL BE A  
SILENT ADMIRER,  
GWENDOLYN! BESIDES,  
HE HAD TO TAKE CARE  
OF HIS SPRAINED  
HAND!



OH DOUGLASS  
DUMWOOD!  
LOOK WHO'S  
HERE--  
GWENDOLYN!

HUH?

DOUGLASS, IT  
WAS SO ROMANTIC  
HAVING RUSTY  
WRITE THAT  
LOVELY LETTER  
FOR YOU  
BECAUSE OF  
YOUR SPRAINED  
HAND!








**SUPERMAN IS ON TELEVISION!**

Yes,  
 AMERICA'S FAVORITE ADVENTURE CHARACTER COMES RIGHT INTO YOUR HOME IN  
**THRILLING LIVE ACTION!**



WATCH FOR LOCAL ANNOUNCEMENT OF THIS GREAT NEW SHOW FOR ALL THE FAMILY!



# GIVEN - GIVEN PREMIUMS or CASH



BE FIRST

ACT  
NOWBOYS - GIRLS  
MAIL COUPON

OUR 58th YEAR

BE  
FIRSTWe  
Are  
Reliable

WE TRUST YOU

Act Now 1000 Shot "Red Ryder" Repeater Air Rifles with tube of shot, Candid Cameras with carrying cases, Pocket Watches, Wrist Watches (sent postage paid). Many other Premiums or Cash Commission now easily yours. **SIMPLY GIVE** beautiful art pictures suitable for framing with White CLOVERINE Brand SALVE used for chaps and mild burns and easily sold to friends, neighbors, relatives at 25 cents a box (with picture) and remit per catalog sent with your order postage paid by us to start. Our 58th year. **WILSON CHEM. CO., Dept. R-113, TYRONE, PA.**

# GIVEN - GIVEN PREMIUMS or CASH

Boys  
Girls  
LadiesBoys  
Girls  
Ladies  
MenAct  
NowBe  
First

Lovable fully dressed Dolls over 15" in height, Ukuleles, Wrist Watches, Jewelry, School Bags (sent postage paid). Many other

Premiums or Cash Commission now easily yours.

**SIMPLY GIVE** Pictures with White CLOVERINE

Brand SALVE easily sold at 25 cents a box (with picture) and remit

per catalog sent with your order postage paid by us to start.

We are reliable. Mail coupon now. Be first. Act now.

Our 58th year.

**WILSON CHEM. CO., Dept. T-113, TYRONE, PA.**

Our 58th Year

# PREMIUMS - GIVEN - CASH

BOYS - GIRLS - LADIES

ACT NOW - BE FIRST

WATCHES

MAIL  
COUPONOUR 58th  
YEARBE  
FIRST

SEND NO MONEY - WE  
TRUST YOU - ACT NOW

Wrist Watches, School Boxes, Pen & Pencil Sets (sent postage paid). Many other valuable Premiums or Cash Commission now

easily yours. **SIMPLY GIVE** art pictures suitable for framing with White CLOVERINE Brand SALVE easily sold to friends, neighbors, relatives at

25 cents a box (with picture) and remit amount asked in catalog sent with your order

postage paid by us to start. Mail coupon today. We are reliable. **Wilson Chemical Co., Dept. V-113, Tyrone, Pa.**

# GIVEN - GIVEN PREMIUMS or CASH COMMISSION

Mail Coupon

OUR  
58th YEAR

Genuine 22 Cal. Rifles, Radios, Alarm Clocks, Electric Record Players, Movie Machines (sent postage paid). Other valuable Premiums or Cash Commission now easily yours. **SIMPLY GIVE** pictures with White Cloverine Brand Salve and easily sold at 25 cents a box (with picture) and remit amount asked under Premium shown in catalog sent with your order postage paid by us to start. Our 58th year. We are reliable. Write or mail coupon today. **WILSON CHEM. CO., Dept. X-113, TYRONE, PA.**

BE FIRST

# GIVEN - PREMIUMS or CASH

ACT  
NOWBE  
FIRSTBOYS  
GIRLS  
LADIES  
MEN58th  
YEAR

Football, Archery Sets, Fishing Outfits, Billfolds (sent postage paid). Boys-Girls Bicycles (sent express charges collect). **SIMPLY GIVE** pictures suitable for framing with White CLOVERINE Brand SALVE for chaps and mild burns and easily sold to friends, neighbors, relatives at 25 cents a box (with picture) and remit per catalog sent with your starting order postage paid by us. Write or mail coupon today. Be first.

**Wilson Chem. Co., Dept. W-113, Tyrone, Pa.**

BE  
FIRST  
ACT  
NOW

BE FIRST

58th  
YEARACT  
NOW

## MAIL COUPON TODAY

**Wilson Chem. Co., Dept. NC-113, Tyrone, Pa. Date:** \_\_\_\_\_  
Gentlemen:—Please send me on trial 14 colorful art pictures with 14 boxes of White CLOVERINE Brand SALVE to sell at 25c a box (with picture). I will remit amount within 30 days, select a Premium or keep Cash Commission as fully explained under Premium wanted in catalog sent with my order postage paid to start.

NAME \_\_\_\_\_ AGE \_\_\_\_\_

ST. \_\_\_\_\_ R.D. \_\_\_\_\_ BOX \_\_\_\_\_

TOWN \_\_\_\_\_ NO. \_\_\_\_\_ STATE \_\_\_\_\_

Print LAST Name Here \_\_\_\_\_

Paste on a postal card or mail in an envelope NOW



**You Can WIN**

This 15" tall  
SILVER TROPHY  
JUST AS I DID IN  
10 MINUTES  
OF FUN  
A DAY!



**I GAINED  
53 LBS. OF SHAPELY  
POWER-PACKED  
MUSCLES!**

Which of these  
**2 ME'S**  
is **YOU**?

THAT 112 LB.-6 FT.  
**SPINDLE- Sissy** below  
ARMED WAS ME  
A FEW SHORT WEEKS AGO

THIS MAY BE  
YOUR LAST  
CHANCE  
TO GET FOR  
ALL 5 **10¢**  
PICTURE  
PACKED COURSES  
MILLIONS HAVE  
BEEN SOLD FOR  
**\$1 AND MORE**

When I enrolled I was  
a skinny, sick weak-  
ling. As you can see  
in my "Before" Photo I  
looked like a child...  
years younger than my  
age. I was ashamed to  
take a picture in bath-  
ing trunks as I do now.  
I was shy with girls  
because I had nothing  
to show off. A few  
weeks after starting  
the Jowett Course my  
body was the best in  
the neighborhood. Now  
I get respect and ad-  
miration from every  
fellow and girl I meet.

*Roger D. Hirsch*  
NEW YORK

There's that  
skinny scarecrow  
ROGER. Let's  
pass him by!



**ROGER HIRSCH**  
was a 112 lb. 6 ft. WEAKLING.  
Look at him NOW—  
A MOVIE-STAR HE-MAN  
from Head to Toe

as **YOU**  
can be  
soon!



Roger  
Hirsch  
before

**NO!** friend you  
don't have to be  
**SKINNY** any more  
just mail **NOW**  
the **FREE**  
coupon below  
as I did. Soon  
**YOU** can add

**6 1/2** inches to your **CHEST**  
**3** inches to each **ARM**  
and the rest  
in proportion  
just as I did.

**Come on, PAL, NOW  
YOU** GIVE ME

**10** PLEASANT MINUTES A  
DAY IN YOUR HOME... AND I'LL GIVE  
**YOU** a **NEW HE-MAN BODY**  
For Your **OLD SKELETON FRAME.**

says *George F. Jowett* World's Greatest  
Builder of HE-MEN

**NO!** I don't care how skinny or flabby you are; if you're  
a teen-ager, in your 20's or 30's or over; if you're  
short or tall, or what work you do. All I want is **JUST**  
**10 EXCITING MINUTES** in your home to **MAKE YOU OVER**  
by the **SAME METHOD** I turned myself from a wreck  
to a **Champion of Champions.**



**GEORGE F. JOWETT**  
"Champion of  
Champions"  
4 times Winner  
Perfect  
Man Contest



**YES!** You'll see **INCH** upon **INCH** of **MIGHTY MUSCLE** added to  
**YOUR ARMS.** Your **CHEST** deepened. Your **BACK AND**  
**SHOULDERS** broadened. From head to heels, you'll gain **SOLIDITY,**  
**SIZE, POWER, SPEED!** You'll become an **ALL-Around, ALL-American**  
**HE-MAN, A WINNER** in everything you tackle—or my Training won't  
cost you one solitary cent

**Develop YOUR 520 MUSCLES**  
**Gain Pounds, INCHES, FAST!**

Friend, I've traveled the world. Made a **LIFETIME STUDY** of every way  
known to develop your body. Then I devised the **BEST** by **TEST,** my  
"**5-WAY PROGRESSIVE POWER**" the only method that builds you 5-ways  
fast. You save **YEARS, DOLLARS** like movie star **Tom Tyler** did. Like  
champ **Roger Hirsch** did. Like **MANY THOUSANDS** like you did. **SO Mail**  
coupon **NOW!**

**BOTH FREE FOR QUICK ACTION!**  
**1. Photo Book of STRONG MEN**  
**2. MUSCLE METER**

Dept. NC33A

"Jowett Course"  
greatest in  
World for  
Building  
All-Around  
HE-MEN"  
—R. F. Kelley  
Physical  
Director

**JOWETT INSTITUTE OF PHYSICAL TRAINING**  
320 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 10¢**  
FOR POSTAGE AND HANDLING (no C.O.D.'s).

NAME \_\_\_\_\_ AGE \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**MAIL COUPON IN TIME FOR FREE OFFER!**



# YOURS FOR ONLY



**THIS BEAUTIFUL  
BOX OF  
ALL-OCCASION CARDS IS REALLY YOURS FOR 1¢  
...YOU WON'T BE ASKED TO RETURN IT!  
IT'S YOURS FOR 1¢ WHEN YOU MAIL COUPON**

**JUST TO PROVE HOW EASILY A  
FEW SPARE HOURS CAN EARN YOU**

# \$50<sup>00</sup> IN CASH!

Never before an introductory offer to match this! We want to prove that you'll find it easy as pie to take orders for All-Occasion Cards exquisitely designed by FRIENDSHIP STUDIOS, show how quickly you can make \$50.00 in cash profit—and even more—just by spending a few hours now and then taking orders from your friends and neighbors. So here's the astonishing offer we're making for *the very first time*:



**WHAT YOU GET  
FOR JUST 1¢**  
6 Birthday  
4 Get Well  
1 Anniversary  
1 Congrat.  
1 Baby Congrat.  
1 Sympathy

All-Occasion  
Assortment—\$1

Fill out and mail the coupon below.  
We'll promptly send you this beautiful  
new box of all-occasion greeting cards  
as illustrated, plus other sample boxes  
on approval. The cost to you is just 1¢!

**Yes, JUST ONE SINGLE PENNY** is all you pay for 14 beautiful cards and envelopes that would cost \$2 or \$3 at usual retail price if bought separately!

**ONLY ONE TO A FAMILY! NEW AGENTS ONLY!**

The reason we're making this unheard-of 1¢ Sale offer is to make more people familiar with our money-making plan. Naturally, the offer is strictly limited and includes additional FRIENDSHIP Greeting Card assortments on approval, together with complete MONEY-MAKING PLAN and FREE Imprint Samples. But you must hurry—this offer may be discontinued at any time!

**Do Not Send Penny with Coupon!**

**FRIENDSHIP STUDIOS, INC.  
623 Adams St., Elmira, New York**

I accept your wonderful offer. Send your sample assortments on approval, plus ONE BOX OF FRIENDSHIP ALL-OCCASION Cards at your special introductory price of only 1¢. Also include FREE Personalized Imprint Samples. I'm sincerely interested in making money in spare time.

Name.....

Address.....

City & Zone.....State.....

**FRIENDSHIP STUDIOS, INC.**

**623 Adams Street • Elmira, New York**

In Canada, write 103 Simcoe St., Toronto 1, Ont., Canada



# **BILL STARTS AN AIR RIFLE CLUB**

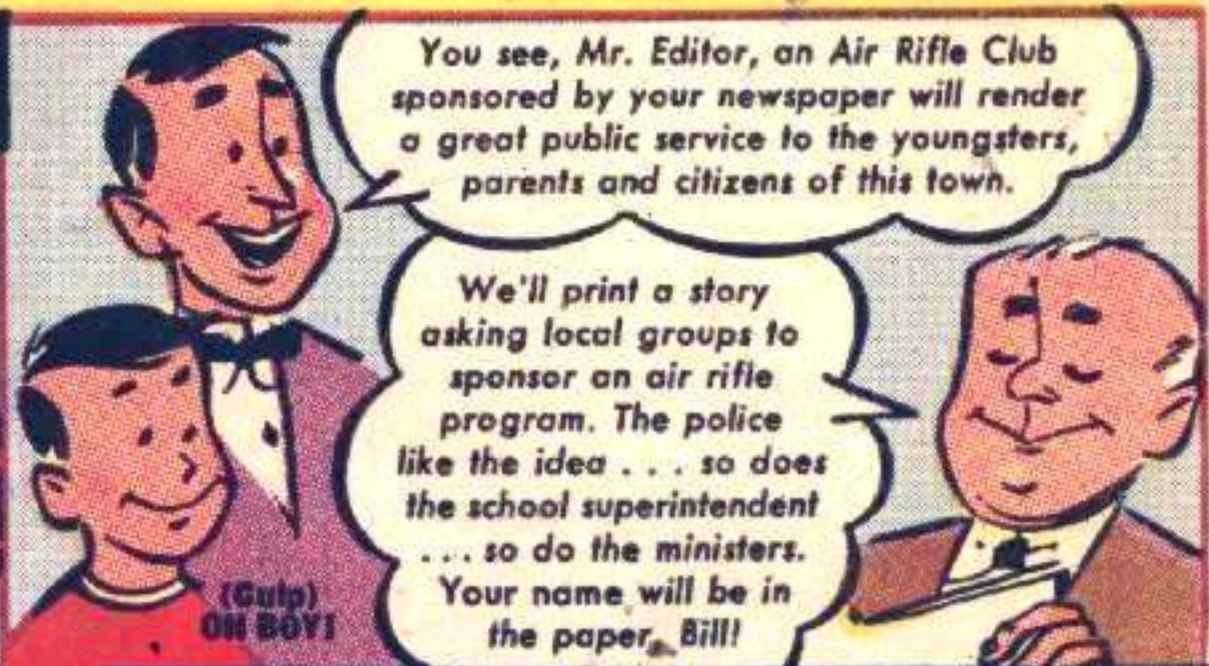
All the fun began when Bill mailed a coupon to Daisy for "HOW TO START A JUNIOR AIR RIFLE CLUB" booklet. A FEW DAYS LATER...

Bill and his parents eagerly read every word in the booklet...



This Club Idea sounds swell, Dad. But I'll have to have an air rifle!

OK, Bill... I'll get you one after I help you get the Air Rifle Club started... so you can learn to handle and shoot it safely under adult supervision.



You see, Mr. Editor, an Air Rifle Club sponsored by your newspaper will render a great public service to the youngsters, parents and citizens of this town.

We'll print a story asking local groups to sponsor an air rifle program. The police like the idea... so does the school superintendent... so do the ministers. Your name will be in the paper, Bill!

(Gulp) OH BOY!

The Air Rifle Club Idea spread like magic! Clubs were sponsored by the YMCA, YWCA, American Legion and V.F.W. Posts, Lions Club, Civitan, Optimists, Rotary, etc. Each club met weekly to shoot for official NRA medals and win baseball gloves, flashlights, other prizes. The short 15 foot NRA range distance made indoor shooting possible almost anywhere. Then 5 months later...

Following the city-wide Air Rifle Championship Shoot for 100 Club Members:



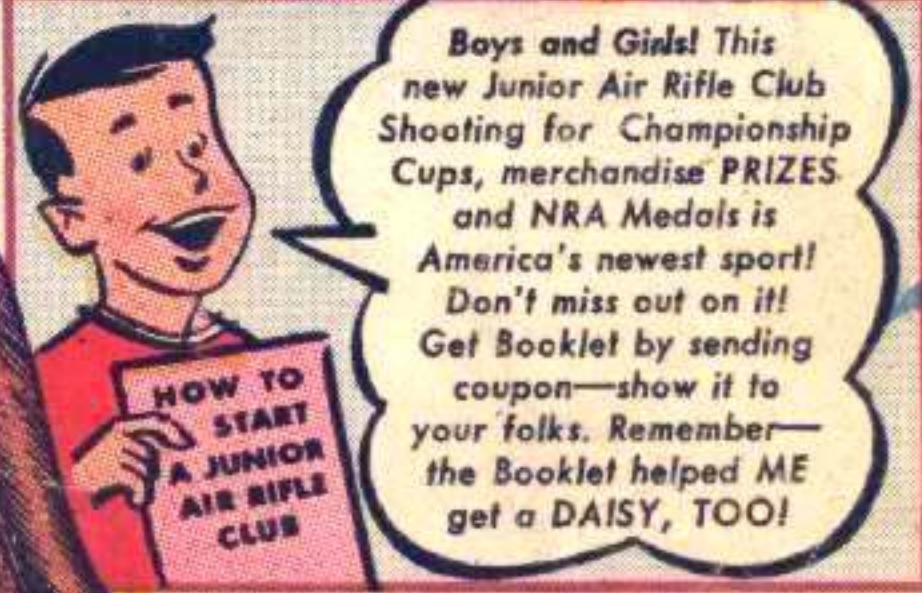
Congratulations on winning, Bill! You really started something wonderful when you sent for that Air Rifle Club Booklet!

Thanks, Mr. Mayor! These Air Rifle Clubs are as much sport as baseball. We didn't know organized shooting could be such fun!



Own the Famous  
**DAISY 1000-SHOT RED RYDER CARBINE**

This world-famous Daisy Red Ryder Cowboy Carbine looks, feels, handles like a real Western saddle gun. Perfect for medal-winning air rifle club shooting. Loads like lightning! Holds nearly 1000 BBs. Genuine Carbine Ring on jacket with leather thong attached. Handsomely "checkered" molded fore-end. Realistic full oval, pistol-grip molded stock with Red Ryder's name, picture and horse "branded" on it. See it now at your hardware or sporting goods store. Get it—own it—shoot it!



Boys and Girls! This new Junior Air Rifle Club Shooting for Championship Cups, merchandise PRIZES and NRA Medals is America's newest sport! Don't miss out on it! Get Booklet by sending coupon—show it to your folks. Remember—the Booklet helped ME get a DAISY, TOO!

## Follow Bill's Advice!

Mail coupon for your copy of "HOW TO START A JUNIOR AIR RIFLE CLUB"—just like Bill did! It should help you get a new Daisy Air Rifle—just like Bill did! Show booklet to your Dad and to the person in charge of any juvenile group to which you belong such as Cub Packs, Boy Scouts, Girl Scouts, 4-H Club, Junior Rod & Gun, Grade Schools, etc. Don't delay another instant—rush coupon and 5c to help cover mailing-postage cost—just like Bill did! Hurry—do it right now.



**DAISY MANUFACTURING COMPANY**  
Dept. 1533, PLYMOUTH, Michigan, USA  
I enclose one nickel (5c in coin) for "HOW TO START A JUNIOR AIR RIFLE CLUB" BOOKLET. Send it POSTPAID!

NAME \_\_\_\_\_

ST. & NO. \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Mail this Coupon **NOW!**

DAISY BULLS EYE SHOT IS approved for use in  
**DAISY AIR RIFLES**

No. 111  
only  
**\$5<sup>95</sup>**

Catalog Price of Daisy Air Rifles Included in Booklet! Do not order air rifles or BB shot direct—SEE YOUR DEALER! Prices subject to change without notice and higher in Rockies, West, Canada.

DAISY MANUFACTURING COMPANY, Dept. 1533, PLYMOUTH, Michigan, USA