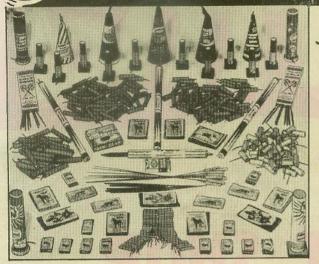




## OH, BOY! HERE'S THE GREATEST ASSORTMENT EVER OFFERED

# FIREWORKS



OVER 1,000 PIECES!

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## RICH BROS.' ALL-AMERICAN ASSORTMENT

Get set for the mos. fun you've ever had! Enough fireworks to last all day! Evening pieces, too! Contains plenty of Chinese Flashcrackers, including 7 packages of the world-famous Gorilla and Zebra crackers! PLUS ALL THESE ITEMS: Repeating Bombs, Sky Rockets, Sparklers, Roman Candles, Whistling Cyclones, Electro-Cannon Salutes, Fountains, Novelty Cones, Colored Fire, Cherry Bombs, Aerial Whistle Bomb, Snakes, Bursting Comets, Sparkling Fire Darts, Aerial Flash Bombs, Lawn Cones, Whistling Mule, Pinwheel, ALSO 100 Salutes -FREE PUNK!

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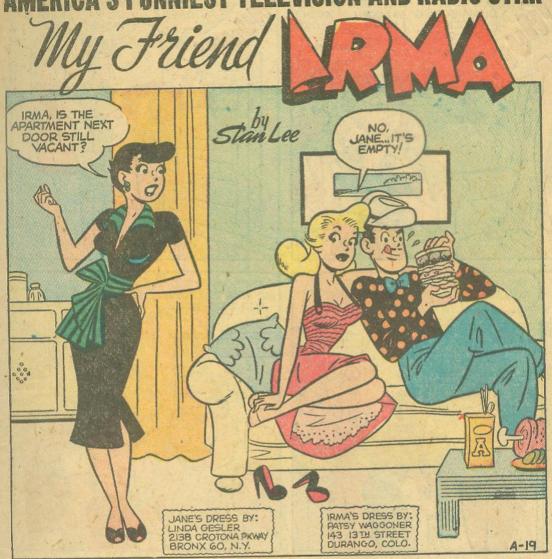
DEPT. 10

BOX 514

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AMERICA'S FUNNIEST TELEVISION AND RADIO STAR







BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD











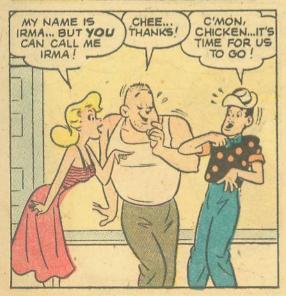
























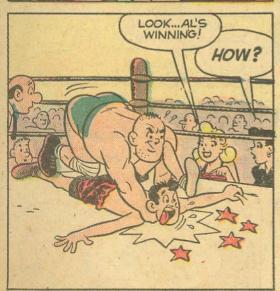












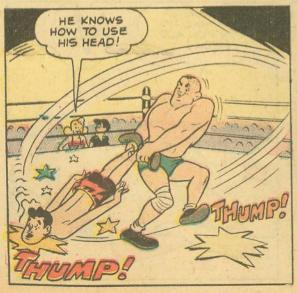




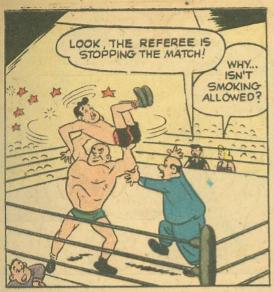


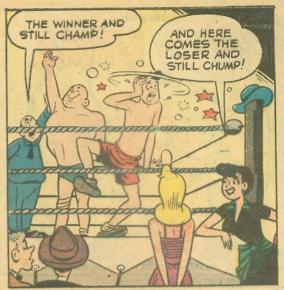
































Ballia Ballian Ballian

















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Yes sir fellows, this year BANNER offers you a selection greater than ever before at the old price of only \$4.95. Like everything else the cost of fireworks has gone up.

But because you have faithfully year after year continued to buy your fireworks from BANNER, it has enabled us to increase our capacity, offer you a greater selection... a greater value... without increasing our price to you. In addition to all your old favorites this selection contains the newest creations in Fireworks.

## PRE-TESTED

### FIREWORKS

Remember . . . every piece of fireworks from BANNER must first pass the Famous BANNER test for noise, beauty and sure-firing. When you buy from Famous BANNER you get SALUTES that sound like a bursting shell. BOMBS that burst like crash of thunder. FIRECRACKERS with a deafening bang. ROCKETS that are more

beautiful, CANDLES that amaze with their beauty as they burst in the air. BLOCK BUSTERS that are heard for blocks. SIREN AERIAL BOMBS that screech as they zip through the air and explode with a thundering noise. BATTLE IN THE CLOUDS... they fight it out high in the air. ZIG ZAG WHISTLES that whistle and scream as they race madly around. That's the kind of beauty and action you get when you buy your fireworks from BANNER.

## ORDER EARLY-BE SURE

Get your order in now and avoid the rush that is sure to come later. Fill out the convenient coupon today, or write on a piece of paper the number of assortments you want (I or more). Sign your name and address and enclose Money Order or Certified Check for full amount. (No C. O. D. Shipments.) All fireworks are sent Express.

Send for Send New This Big. New Color Cotalog Catalog FREE	RE WORKS
h- Ta	

446 Capistrar	no Telede	12, Ohio
Enclosed find over 1000 piece a Toledo	Send me_ ssortments by Expre	of your
Name_		
Street		
City	State	

BANNER FIREWORKS CORPORATION • Dept. 385 Express Office if different from above.













## Glorious New

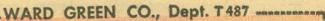
UMMY-FLATTEN

Only \$298

Interlocking Hands of Firm Support



Clasp hands across abdomen as shown, press up and in. Feel good? That's how you feel the instant you put on the exciting, new TUMMY-FLAT-TENER. Appear slimmer instantly! Supports every movement. Complete with detachable garters, changeable crotch piece.



113 West 57th Street, New York 19, N. Y.

Rush my TUMMY-FLATTENER in PLAIN WRAPPER ON APPROVAL ?

by Return Mail. I'll pay postman \$2.98 plus postage. If not thrilled and delighted with results, I may return in 10 days for immediare refund of purchase price.

(Sizes 37 and up \$3.98. Extra crotch pieces 50c each)

10 DAYS FREE TRIAL! SEND NO MONEY! See the amazing difference with your own eyes. Try TUMMY-FLATTENER at our expense! If not delighted with thrilling results, return on 10 DAY MONEY BACK GUARANTEE offer! Mail coupon TODAY!

ST. M. Reg. U. S. Pat. Off. setT. M. Reg. Pending

Waist measure I enclose \$2.98	extra	large	sizes	37 and	up	\$3.98).	You	pay	pos	tage.	
Name			****		• • • •		****			Selected .	
Address				<u>.</u>			****		e e e e e	516161616	H might

Canada and foreign countries no C.O.D. Send \$3.50











## TURNS DATELESS DOROTHY INTO











It's Fun Gaining a Glamorous Figure EASY + EXCIT

For a real thrill—wait 'til you get your eager hands (yes, and feet, too) into Joe Bonomo's new magic 'MINI-GYM' home exerciser! Even though you always hated exercise before, with Mr. Bonomo's hig, new personal instruction book and 'MINI-GYM,' you'll revel in it! And revel still more in the ravishing figure 'MINI-GYM' helps you develop. All in such a short time, too!

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## Yours FREE!

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Every thrill-packed page writted for you by Jee Bonemo? International beauty and physical development authority, this big, 64-page book in 2 colors, gives you a complete Flaura Clemeur Developing Course! Funde-follow tax, 76 specially pessed photos, charts: Size 81/2" x 81/2".

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Just 10 happy minutes a day with 'MINI-GYM,' and your whole body just sings with vibrant, new energy! You're at your best—ready energy! I ou're at your best—ready to do anything—go anywhere—all the time! Why? Because 'MINI-GYM'—the scientific, all-over, all-round body conditioner — makes you feel and look gloriously, glamorously alive!



## POSITIVE MONEY-BACK GUARANTEE!

VM Fermerty St. 13 S 3 9 5

Yes, it means just that! Order your 'MINI-GYM' today. Use it, enjoy it for 10 exciting days. If you're not satisfied in every way-in fact, delighted-just return 'MINI-GYM,' and your money will be instantly refunded!

SEND NO MONETI MAIL 'NO RISK' COUPON NOW!

## Watch Out . . . or Your Men Folk Will Walk Off

With "MINI-GYM"! Perfected by famous Joe Bonomo, whom your men folk know as a world-renowned professional attong man, "MINI-GYM" is tough enough to give your big brother (husband or son) top training, but so light it can be easily handled by any teen-age siri! Bull rink into 'MINI-GYM' is all Mr. Bonoms's first-hand knowledge as both a physical director and beauty expert. So in "MINI-GYM' you've got everything it takes for renuling it ages for renuling it ages for renuling it ages for renuling it ages for summing the statement of the summing the summing of the summing the sum

Order Year 'Milli-DYM' by Medel S, M or L

Medel S O If you are under 5 ft. tall Model M

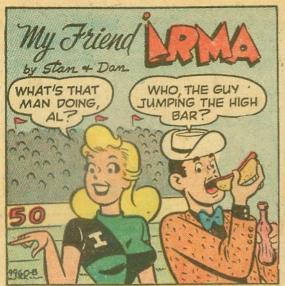
If you are
5 ft. to 5 ft.
10 in, tall Model L erer 5 ft. 10

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PLEASE RUSH ME one complete 'MINI-GYM', MODEL.
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CITY .....ZONE .....STATE ..... [] I enclose \$3.95. You pay postage. Same money-back guarantee. (Canadian and Foreign Orders, \$4.95. Cash with order.)





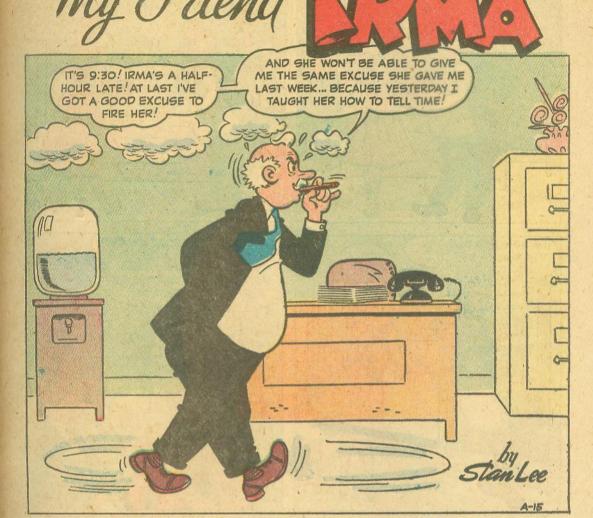








## AMERICA'S FUNNIEST TELEVISION AND RADIO STAR































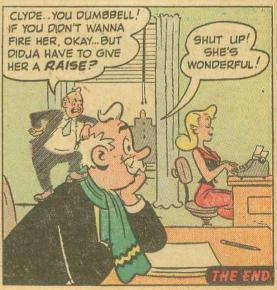














The LARGEST and GREATEST SELECTION We have ever offered

Boys and girls this is positively the largest and most varied assortment of fireworks we have ever offered—greater than any previous year. Many exciting surprises await you when you begin celebrating with this GIANT Buckeye assortment. There is enough for a noisy daytime jamboree. For after dark there are pieces that will make you wonder how such beautiful, colorful creations are possible. Here are some BUT NOT ALL of the pieces in this GIANT package. There are too many to list here.

Write for This BIG FREE CATALOG

MUSICAL SALUTES-ELECTRIC CANNON SALUTES-STAR FLORAL SHELLS-FIRE-CRACKERS, ALL SIZES - REPEATING AERIAL BOMBS -- SKY ROCKETS WITH COLORED STARS - ROMAN CANDLES - LADY CRACKERS - GIANT BLOCK BUSTERS-BUZZ BOMBS-SPARKLERS, SNAKES, SPINNING WHEELS, ETC.

We ship daily from our big supply of fresh new live fire-works. As the season draws closer we get busier every day. That's why we say;

GET YOUR ORDER IN NOW - TODAY Don't delay. Use coupon or write and tell us how many assortments you will need. Enclose check or Money Order for full amonut. No C.O.D. shipments. We refund your money if we cannot fill your order. All fireworks are shipped Express.

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Dept. 238

Wapakoneta, Ohio

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Rush me	of your GIANT BARGAIN
ASSORTMENTS.	Enclosed is
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Address	

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Now you can pick the fireworks you want from the BIG NEW Zebra Catalog, because it's just like buying from a store. You can buy as many fireworks or as few as you wish. Our BIG NEW catalog lists over 100 different items

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Send details of FREE Firecracker offer

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These crackers are the finest, sure-fire, top quality Chinese Made by Nationalist Chinese Firecrackers. Powerful 11/2" firecracker with plenty of noise.

SPECIAL OFFER 1920 FIRECRACKERS

only 365 Express Collect

A TERRIFIC VALUE-RUSH Your Order Now-1600 Firecrackers for only \$2.98, Express Collect

NO C.O.D.'s PLEASE SEND ORDER NOW!

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# AMERICA'S FUNNIEST TELEVISION AND RADIO STAR





JANE'S NEGLIGEE BY: MARGARET HUBENTHAL R.D.I. HARRISVILLE, PA.



































A





## LIGHTS UP!

LIKE BIGGEST, COSTLIEST TELEVISION SETSI

- SHOWS BRILLIANT PICTURES
- HITS EVERY TELEVISION WIGH . . . FIGHTS AND ALM
- THRILLS YOU AND YOUR PRIENDS POP-EYED!
- AND . . . MAKES YOUR SAVINGS MOUNT UP FASTE

ALL-STEEL CONSTRUCTION

COMPLETE WITH BATTERY AND BULB!

Nobody ever before set their excited eyes on anything so terrific as this amazing new Television Bank! Your whole gang will be begging you for a look at this new midger wonder!

COINT JUST Click a penny, nickel, dime or quarter into top slot. Instantly your grand new Television Bank lights up in a big, BIG way! In a split second, the screen leaps into dazzling life!

AND WOW! WHAT A PICTURE! Whether you go for "zowie" shows (fights and such) or want a dream dance-team or peppy cartoon, you've got them-and MORE-right on this miracle Television Bank! What's more, shining convex lens over screen

gives you the brightest, clearest, pic-

TURN OF KNOR SHOWS NEXT EXCITyour admiring fill at one picture, just your admiring fill at one picture, just turn center knob for next thrill-packed "show." Light goes out automatically as new picture, bank another coin. No less than SIX exciting pictures in all—a fight, dramatic dance team, tense rodeo scene, hilarious cartoon, swell figure skater and circus clown with his trick dog!

PUTS YOU "IN THE MONEY"—AND PAST! Your savings pile up PLENTY FAST—and with this marvelous new Television Bank! None of your friends, relatives or chance visitors can resist depositing enough to see the

complete show! And with SIX wonderful pictures to see - you bank REAL MONEY just for letting them look!

IT'S A HONEY — IN EVERY DETAIL! You'll be the envy of all your friends with grand new Television Bank! A console model, it's an exact miniature of the most expensive sets. Complete even to the handsomely painted on speaker grille and dials. All metal ruggedly built bank, 43/4" x 4", has amart mahogany finish. Automatic screen light powered by efficient, replaceable battery. GUARANTEED TO DELIGHT YOU, bank comes complete with bulb, battery and strong key for opening and emptying out your wealth of sayings.

## YOUR CROWD W TELEVISION BAN

## NEWEST DECORATOR'S NOTE TO ALL DOLL HOUSE OWNERS!

Nothing is so truly luxurious for the modern doll house! This beautiful-new blevision Bank is the last work in elegance-matches all styles of furniture—makes a stunning addition to your dolls' living room! You'll love it, and so will all your friends!

SEAGEE CO., 2 Allen St., Dept. 4 BH New York 2, M. Y.

SEA	3 EE	CO.,	Dept.	48H
2 Allen	Street	Naw	York 2	MILV

Please rush me my TELEVISION BANK. I agree to pay postman \$1,98 plus few cents postage with understanding that if I am not delighted I may return bank in 5 days for full refund of purchase price.

Name Box	(Please Print Plainly)
Route Street	
City	Zone State

HFRE'S PROOF... How This Amazing New Scientific Formula Called Comate May Help You



If you are troubled by thinning hair, dry itchy scalp, dandruff, if you fear approaching baldness - here is GOOD NEWS!

Now available to you is the amazing new Comate Medicinal Formula, devel-oped after years of painstaking research. Comate effectively controls seborrhea— the scalp disease now believed by many leading doctors to be the most common

cause of hair loss and eventual baldness. These doctors declare that three types of dangerous scalp organisms are the cause of this scalp disease: staphylococcus albus, pityrosporum ovale, and corynebacterium acnes.

First, Comate was put to a series of rigid tests on cultures of these hair-destroying bacteria. HERE AMME THE STARTLING RESULTS!

Comate Medicinal Formula killed the three test cultures-staphylococcus albus, pityrosporum ovale, corynebacterium ac-nes -- in 60 seconds! Report #8099, June 17, 1950, by a leading independent testing laboratory.

(Complete report on file, copy on request)

Our research chemists were still not sat-isfied. Yes, Comate had proved itself in the test tube, but would Comate work as well on the human hair and scalp? And so another — a second — series of

experiments was prescribed, to test Comate on the hair and scalps of men and women. Here is the remarkable performance of Comate when applied directly to the human scalp.

PROOF 2

Comate Medicinal Formula, applied directly to scalps of men and women, killed 88.4% of all scalp bacteria, after 15 minutes application. Report #26635, December 14, 1950, by a leading independent testing laboratory.

(Complete report on file, copy on request)

After this proof of success both in the laboratory and on the scalps of men and women, Comate was put to the third test—the toughest of them all. Comate was sold by the thousands on

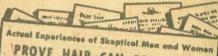
a DOUBLE MONEY BACK GUARAN-TEE in a number of typical American areas. In 3 short months we have learned that our work and faith ir Comate have been vindicated.

Letters of gratitude hailing Comate have poured into our offices. By word-of-mouth the amazing results with Comate have been told far more effectively than

we could in this advertisement. And only 1.9% of Comate users have asked for and received double their money back. Imagine! 98.1% of our customers were delighted with the sensational results from Comate Formula. Report July 27, 1951, by Certified Public Accountant.

Read the PROOF from the laboratory tests – the PROOF from the scalp tests –
the PROOF in the letters of gratitude from happy men and women who have found
Comate the answer to their scalp troubles.
Comate must accomplish for you what it has for thousands of men and women.
You must be completely satisfied, or DOUBLE YOUR MONEY will be returned
to you. We take all the risk.

Not even Comate can grow hair from dead hair follicles - so DON'T DELAY - fill out the no-risk coupon while there is still a chance to have thicker-stronger-healthier looking hair. Mail the coupon TODAY.



PROVE HAIR CAN BE GROWN

From Live Hair Follicles

"I used to comb out a hand-ful of hair at a time. How I only get 4-6 on my comb. The terrible itching has stopped, ... Los Angeles, Cal.

"My hair has quit failing out and getting thin."
-D. W. G., c/o FPO., N. Y.

"My husband has tried many treatments and spent a great deal of money on his scalp. Nothing helped until he started using your formula." —Mrs. R. LeB, Piqua, Onio

"Used it twice and my hair has already stopped falling."

—R. H., Corona, Cal.

"Comate is successful in every way you mention. Used it only a few days and can see the big change in my scalp and hair."

—C.E.H., N. Richland, Wash.

"My hair was thin at the temples, and all over. Now it looks so much thicker, I can tell it."

-Miss C.T., San Angelo, Tex.

"I've used a good many dif-ferent 'tonics.' But until i fried Comste, i had no re-sults. Now I'm rid of dan-druff, and itchy scalp. My hair Jooks thicker." —G. E., Alberta, Canada

"My hair has improved. It used to fall out by handfuls. Comate stopped if from falling out." —D. M. H., Oklahoma City, Okla.

"Now my helr looks quite -F. J. K., Chicago, III.

"My hair had been coming out and breaking off for about 21 years and Comate has improved it so much."

—Mrs. J. E., Lisbon, Ga.

"No trouble with dandruff since I started sing it."

-L. W. W., Galveston, Tex.

"it really has improved my hair in one week, and I know what the result will be in three more. I am so happy over it, I had to write!"

—Mrs. H. J., McComb, Miss.

These are a few of the unsolicited testimonials received every day from grateful men and women all overshe country. Once you've tried Comate you'll rave about it, too!

***		

## RUSH THIS NO-RISK COUPON NOW!

COMATE LABORATORIES INC., DEPT. 3907 C 1432 Broadway, New York 18, N. Y.

Please rush my bottle (30-days supply) of Comate Hair and Scalp Formula in plain wrapper. I must be completely satisfied or you guarantee DOUBLE MY MONEY BACK upon return of bottle and unused

□ Enclosed find \$5.00, Fed. tax incl. (Check, cash, money order.) Send postpaid.
 □ Send C.O.D. I will pay postman \$5.00 plus

Name	
Address.	
City	Zone State
	FPO Canada and Foreign-No C.O.D.'s

DOUBLE YOUR MONEY BACK GUARANTEE

# HOW JOE'S BODY FAME INSTEAD SHAME OF SHAME





BOY! IT DIDN'T TAKE ATLAS LONG TO











Can Make YOU a New Man, Too, in Only 15 Minutes a Day!

If YOU, like Joe, have a body that others can "push around"—if you're ashamed to strip for sports or a swim—then give me just 15 minutes a day! I'll PROVE you can have a body you'll be proud of, packed with red-blooded vitality! "Dynamic Tension." That's the secret That's how I changed myselffrom a spindle-shanked, scrawny weakling to winner of the title, "World's Most Perfectly Developed Man."

## "Dynamic Tension" Does It!

Using "Dynamic Tension" only 15 minutes a day, in the privacy of your own room, you quickly begin to put on muscle, increase your chest measurements, broaden your back, fill out your arms and legs. Before you know it, this easy,

NATURAL method will make you a finer specimen of REAL MAN-HOOD than you ever dreamed you could be! You'll be a New Man!

## FREE BOOK

Thousands of fellows have used my marvelous system. Read what they say — see how they looked before and after — in my book, "Everlesting Health and Strength."

"Everlasting Health and Strength."
Send NOW for this book—FREE.
It tells all about "Dynamic Tension," shows you actual photos of men I've turned from puny weaklings into Atlas Champions. It tells how I can do the same for YOU. Don't put it off! Address me

can do the same for YOU. Don't put it of! Address me personally: Charles Atlas, Dept.60U 115 East 23rd St., New York10, N.Y.



the man who holds the title, "The World's Most Perfectly Developed Man."

CHARLES ATLAS, Dept. 60 U; 115 East 23rd St., New York 10, N.Y.

I want the proof that your system of "Dynamic Tension" will help make a New Man of megive me a healthy, husky body and big muscular development. Send me your free book, "Everlasting Health and Strength."

Name	
Address	

Zone No.

'City.....State.....State....

## Reducing Specialist Says: I OSF WFIGHT

Where It Shows Most

## REDUCE

MOST ANY
PART OF
THE
BODY WITH

# Spot

PLUG IN GRASP HANDLE

AND

Take pounds off-keep slim

and trim with Spot Reducer!

Remarkable new invention which uses one of the most

effective reducing methods employed by masseurs and turkish baths—MASSAGE!

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Spot Reducer

Relaxing · Soothing Penetrating Massage



UNDERWRITERS LABORATORY APPROVED



## TAKE OFF EXCESS WEIGHT

## Don't Stay FAT — You Can LOSE POUNDS and INCHES SAFELY Without Risking HEALTH

Reducer" obeys your every wish. Most any part of your body where it is loose and flabby, wherever you have extra weight and inches, the "Spot Reducer" can aid you in acquiring a youthful, slender and graceful figure. The beauty of this scientifically designed Reducer is that the method is so simple and easy, the results quick, sure and harmless. No exercises or strict diets. No steambaths, drugs or laxatives.

With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own hame! Simple to use—just plug in, grosp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, buttacks, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation carries away waste fat—helps you regain and keep a firmer and more GRACEFUL FIGURE!

### YOUR OWN PRIVATE MASSEUR AT HOME

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim—but also iads in the relief of those types of aches and poins—and tired nerves that can be helped by massage! The Spot Reducer is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts. Underwriters Laboratory approved.

## TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

Mail this coupon with only \$1 for your Spot Reducer on approval. Pay postman \$8.95 plus delivery—or send \$9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose—except ugly, embarrassing, undesirable pounds of FAT. MAIL COUPON now!

## ALSO USE IT FOR ACHES AND PAINS



### CAN'T SLEEP:

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.



### MUSCULAR ACHES:

A handy helper for transient relief of discomforts that can be aided by gentle, relaxing massage.

## OR NO CHARGE

### USED BY EXPERTS

Thousands have lost weight this way — in hips, abdomen, legs, arms, necks, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room.

ORDER IT TODAY!

## SENT ON APPROVAL-MAIL COUPON NOW!

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Please send me the Spot Reducer for 10 days Irial period. I enclose \$1. Upon errival 1 will pay postman only \$8.95 plus postope and hending, If not delighted I may refurn SPOT REDUCER within 10 days for prompt refund of full surchase price.

Name .																	
Address										*							

LOSE WEIGHT OR NO CHARGE

WALL THIS ID DAY FREE TRIAL COURON NOW!