

The famous C.B.S.
TELEVISION and
RADIO *Laff-Riot!*

AUTHORIZED
A.C.N. #



10¢



NO.
23

my Friend

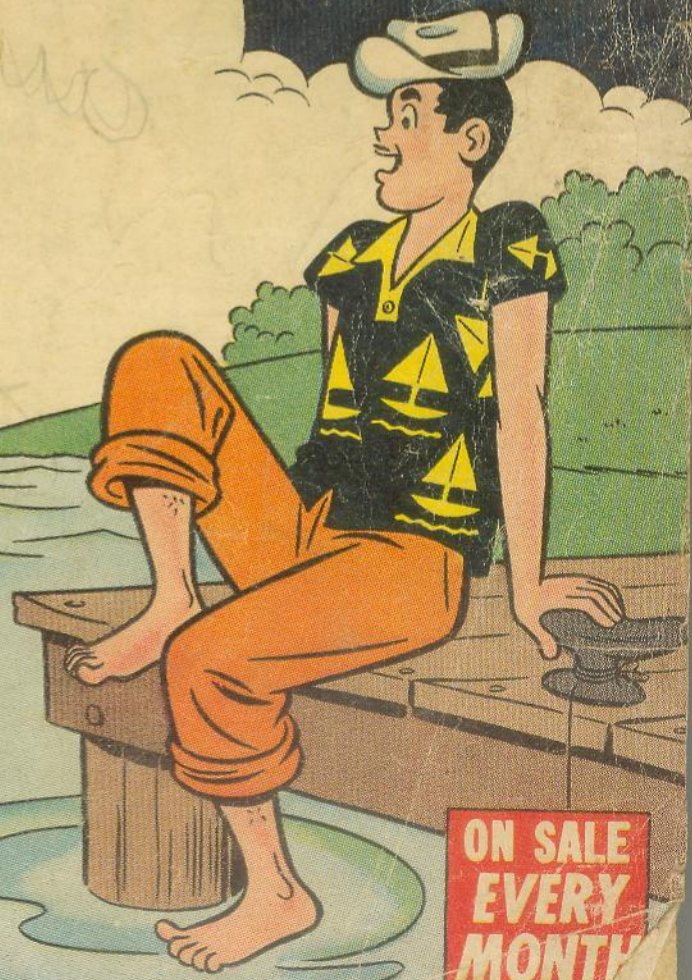
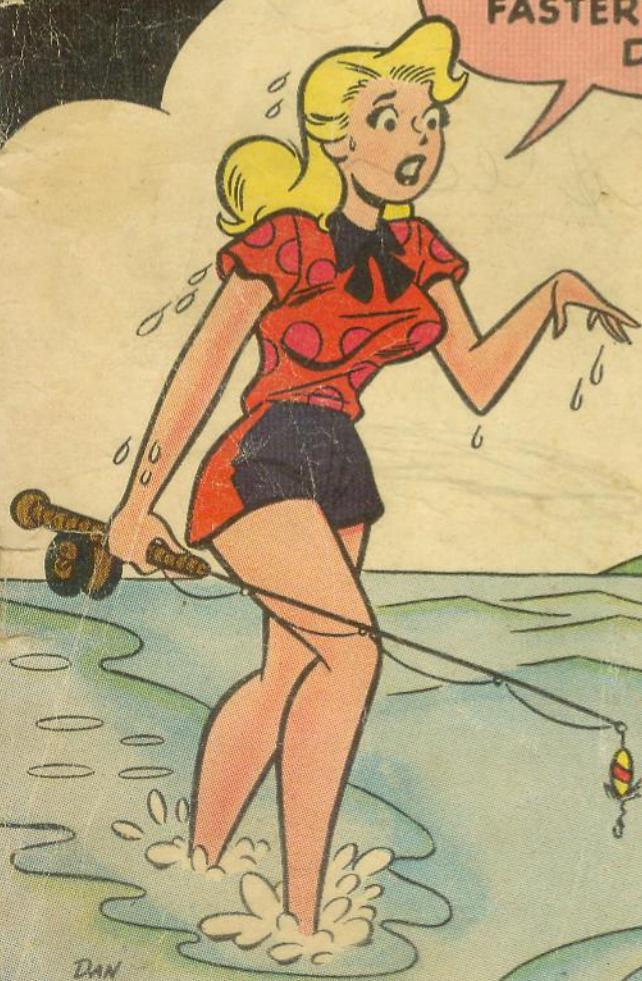
Irma

SEPTEMBER



DID YOU CATCH ANY FISH, IRMA?

NO, THEY ALL SWIM
FASTER THAN **I**
DO!



DAN
DE CARLO

ON SALE
EVERY
MONTH

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-ARMED **SISSY** below
A FEW SHORT WEEKS AGO

THIS MAY BE
YOUR LAST
CHANCE
TO GET FOR
ALL 5 **10c**
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
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.

How to Build
MIGHTY
ARMS

How to Build
A MIGHTY
BACK

How to Build
A MIGHTY
CHEST

How to Build
MIGHTY
LEGS

How to Build
A MIGHTY
GRIP

PHOTO BOOK
HOW
to Achieve
Nerves of Steel,
Muscles of Iron

How to **BECOME A
MIGHTY HE-MAN**

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

**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

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!**

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.**



BOTH FREE FOR QUICK ACTION!

1. Photo Book of **STRONG MEN**
2. **MUSCLE METER**

Dept. M A - 29

"Jowett Courses
great in
World for
Building
All-Around
HE-MEN"
—G. F. Kelley
Director
Physical

JOWETT INSTITUTE OF PHYSICAL TRAINING
230 FIFTH AVENUE, NEW YORK 1, N. Y.
Dear George: Please mail to me **FREE** Jowett's Photo Book of
Strong Men and a Muscle Meter, plus all 5 HE-MAN Building
Courses: 1. How to Build a Mighty Chest. 2. How to Build a
Mighty Arm. 3. How to Build a Mighty Grip. 4. How to Build
a Mighty Back. 5. How to Build Mighty Legs—Now all in One
Volume "How to become a Mighty HE-MAN." ENCLOSED FIND 10c
FOR POSTAGE AND HANDLING (no C.O.D.'s).

NAME _____ AGE _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

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!**

MAIL COUPON IN TIME FOR FREE OFFER!

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AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

My Friend IRMA

SAY, CHICKEN...
WOULDJA LIKE TO
VISIT THE ZOO?

SURE, AL!
WHERE DOES
HE LIVE?

by
Stan Lee

IRMA'S OUTFIT BY:
JO ANN ROYAN
853 VICTORIA AVE.
VENICE, CALIF.

A443

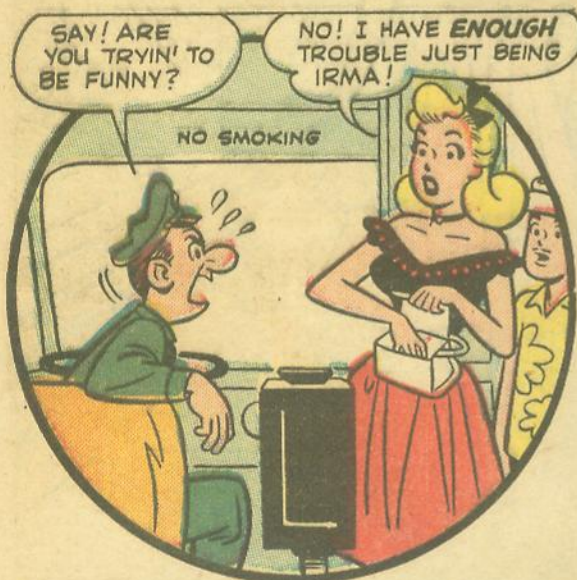
WHERE DOES
WHO LIVE?

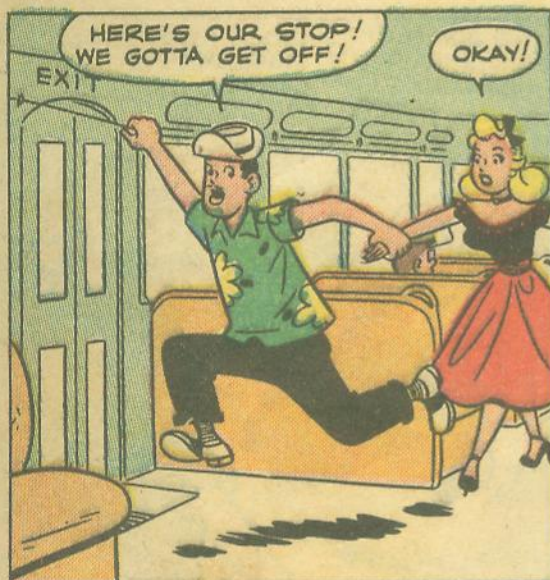
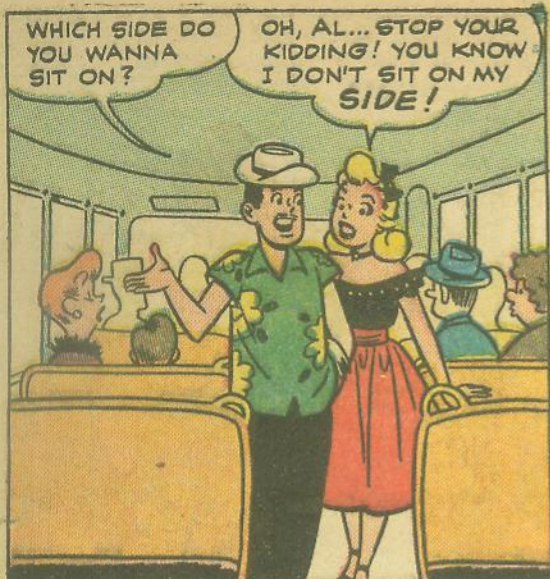
YOUR FRIEND...
MR. ZOO!

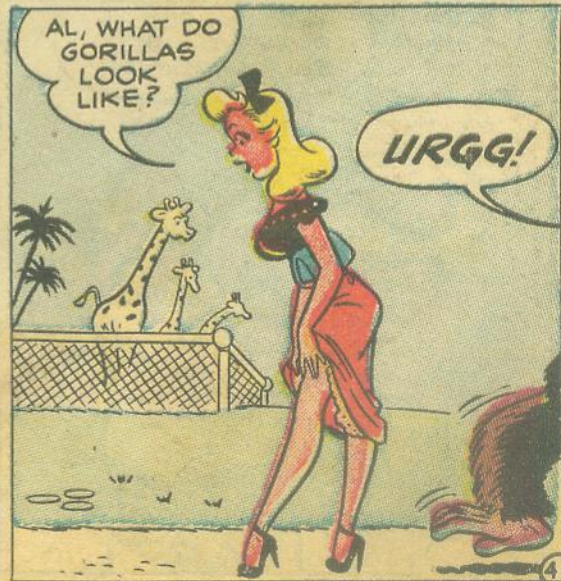
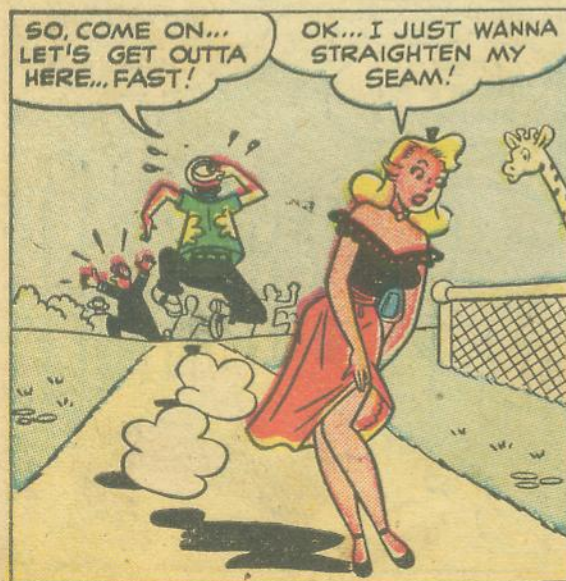
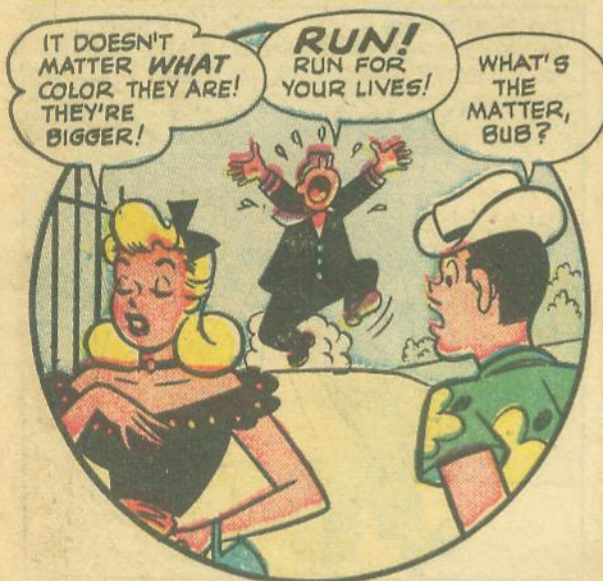
CHICKEN, LISTEN...
THE ZOO AIN'T MY
FRIEND!

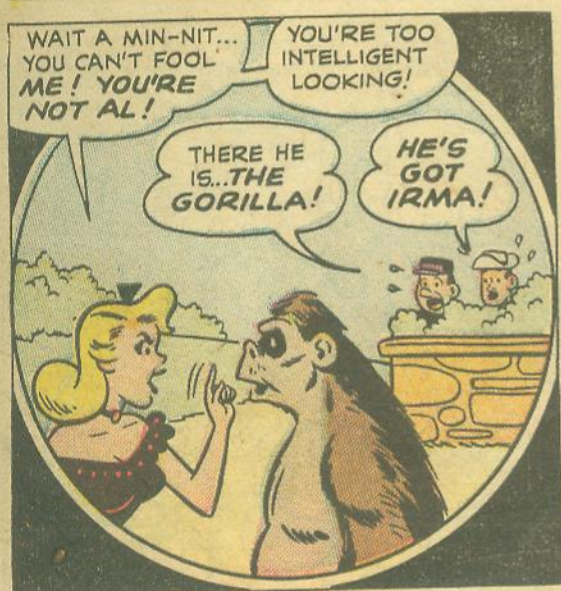
THEN WHY DO
YOU WANNA
VISIT 'HIM?

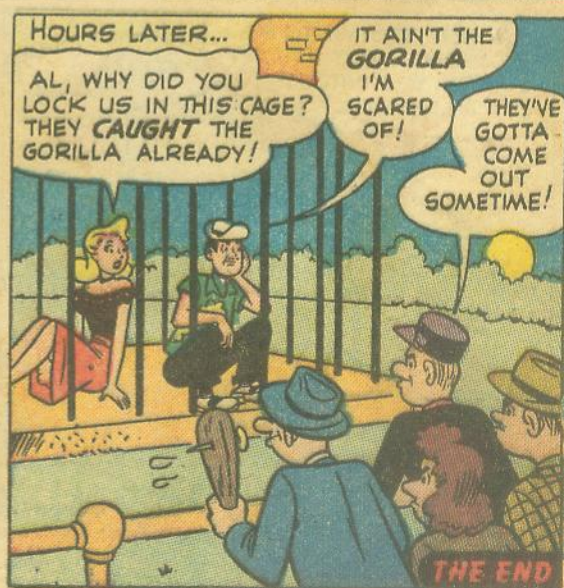
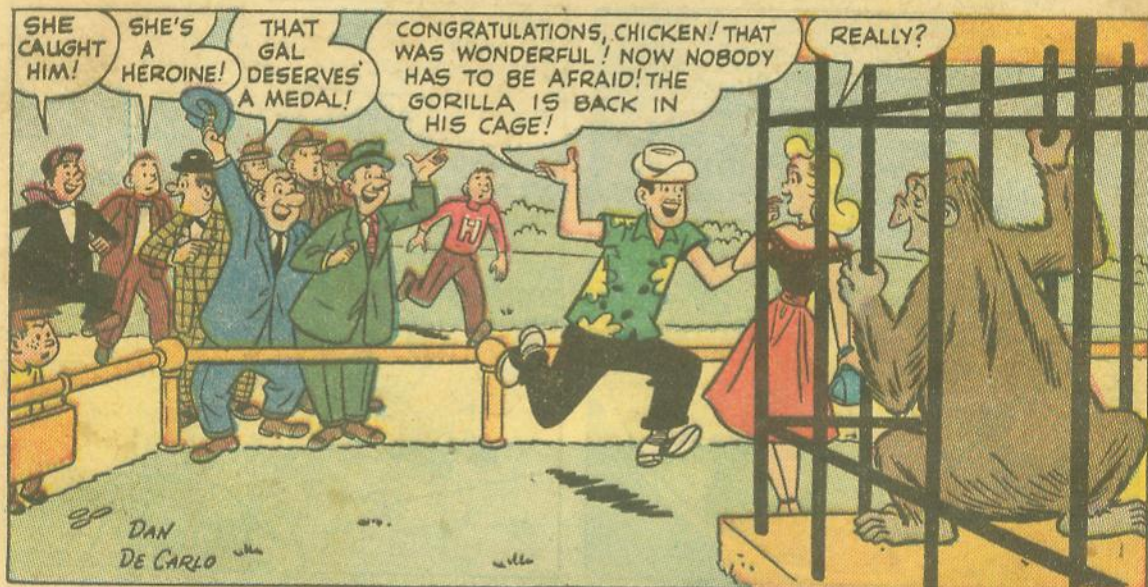
BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD











Popsicle® Prize of the Year!

Major Mars' own

ROCKET RING

IT'S SENSATIONAL KIDS!

PRINTS PHOTOS WITH
SUN'S RAYS... INCLUDES
4 NEGATIVES AND 12
PRINTING PAPERS

25¢ AND 1 BAG

with Polka Dots from
"POPSICLE" "FUDGSICLE"
"CREAMSICLE" "DREAMSICLE"
or any On-A-Stick confection bag
that says: "POPSICLE PETE" and
"SAVE THESE BAGS FOR GIFTS"

HERE'S HOW IT PRINTS PHOTOS!

Lift Astro-Dome Intensifier... Insert
Super-Sensitized Paper... Place Negative
on Top of Paper.

Replace Astro-Dome
into Position...
Point Intensifier to
Sun and Hold One
Minute.

Remove Finished
Picture of Exciting
Space Scene.

6
**EXTRA-
EXCITING
FEATURES!**

- JET SIGNAL WHISTLE • SECRET CHAMBER
- MAGNIFYING GLASS • DETACHABLE KEY CHAIN
- LUMINOUS MAP OF SOLAR SYSTEM
- RING FITS ANY FINGER

SEND FOR
FREE GIANT
GIFT LIST

MAIL
TODAY

POPSICLE, Box 123, New York 46, N. Y.

Send me _____ Rocket Rings (including 4 negatives, 12
printing papers and free Giant Gift List).

I am enclosing \$ _____ and _____ bags.*
*(25¢ and 1 bag for each ring)

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

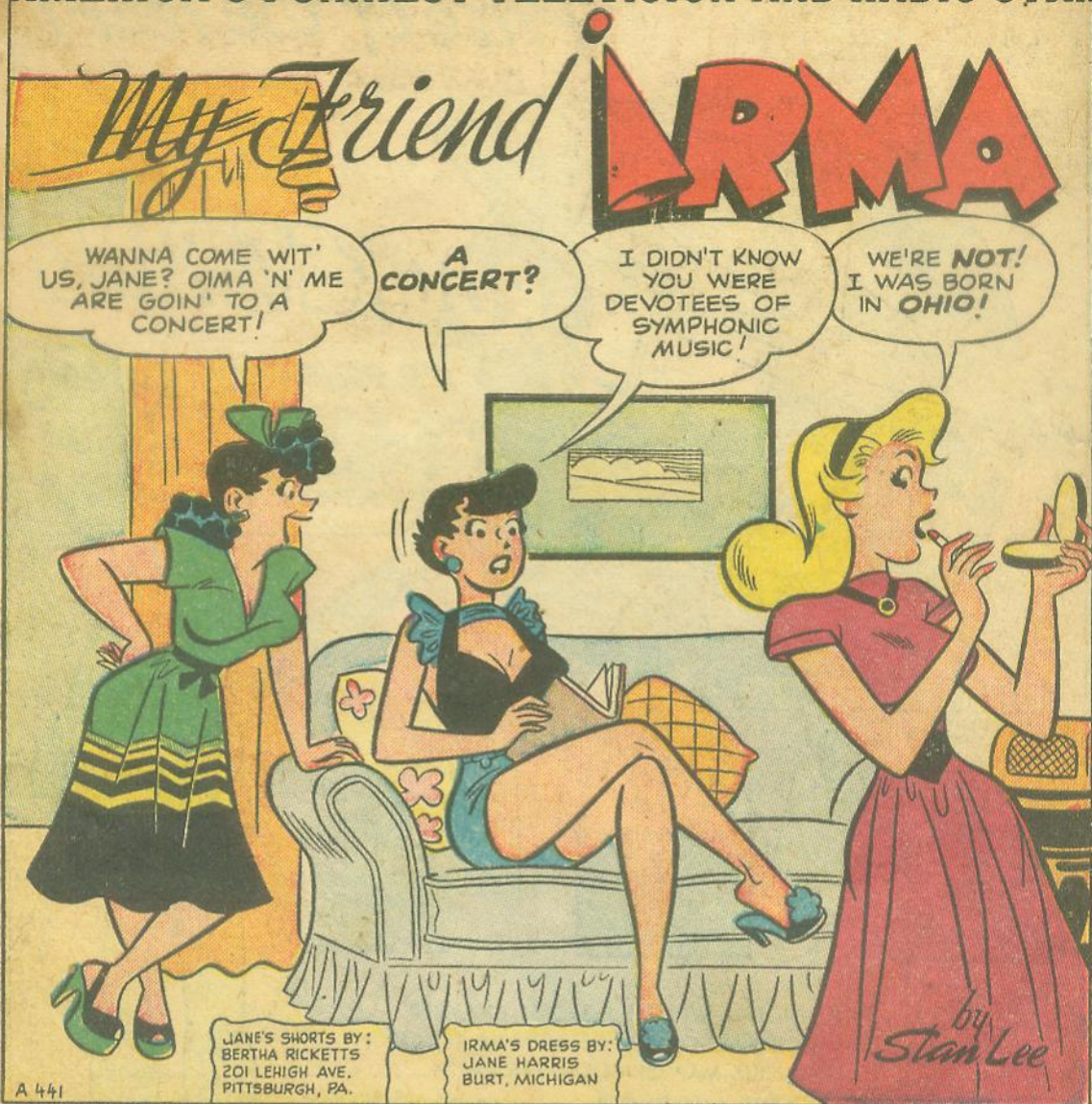
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Dreamsicle® Ice Cream®**
ON-A-STICK

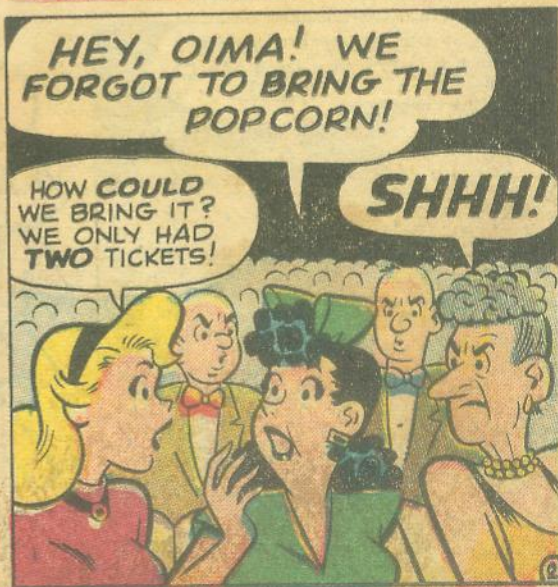
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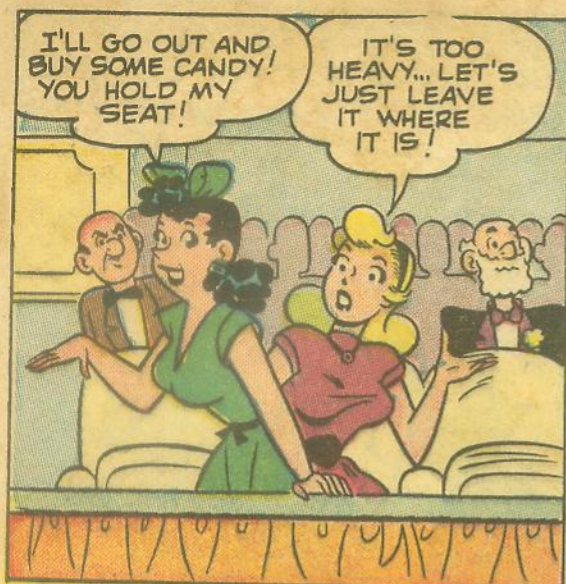
AMERICA'S FUNNIEST TELEVISION AND RADIO STAR



AMBER'S DRESS BY GILBERT LOPEZ, TUCSON, ARIZONA

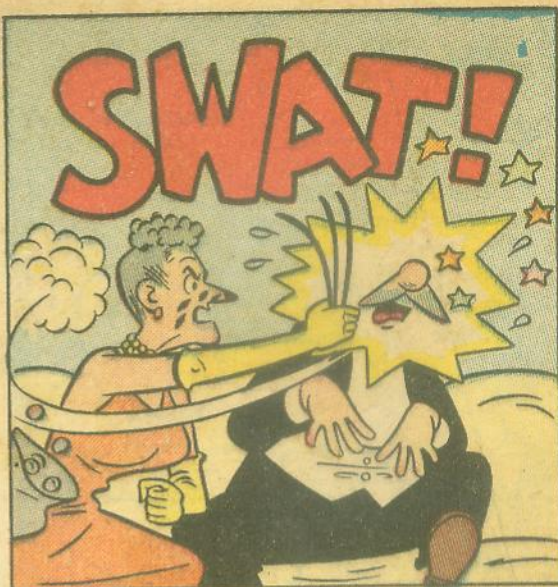




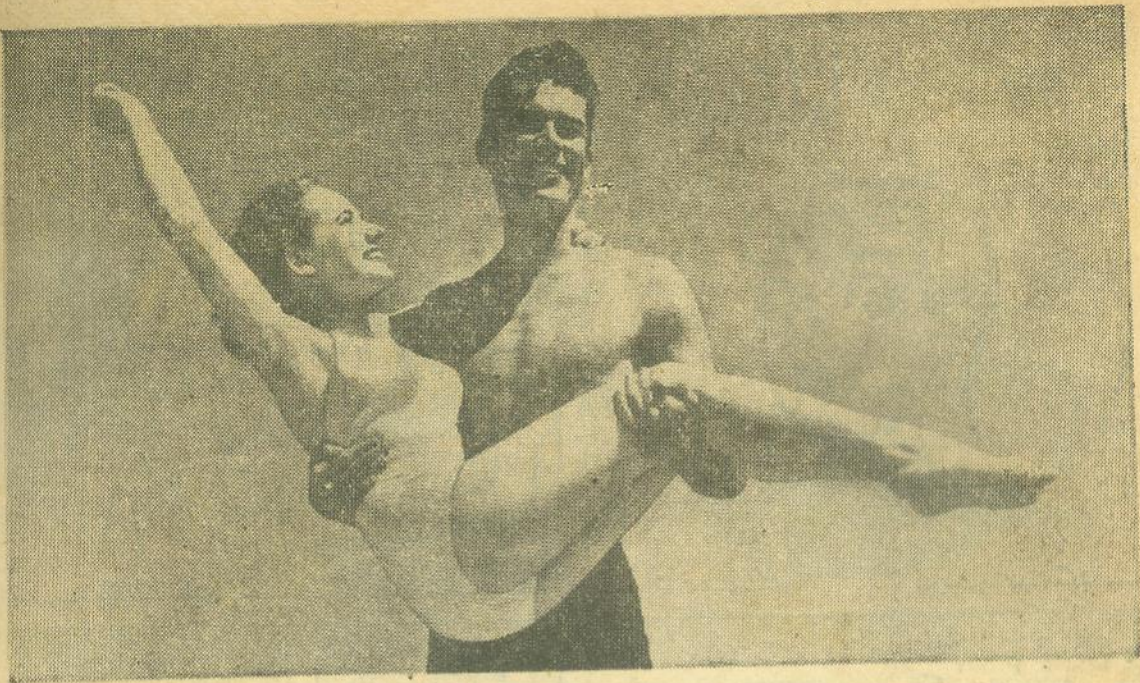


**S
N
A
P!**









Skinny Girls Don't Have OOMPH!

It takes those extra lbs. of solid flesh to "bring out" your natural curves

If you're otherwise healthy but skinny, scrawny, rundown and lbs. underweight, try correcting this common mistake in eating.

THERE are three essential substances that many thin, scrawny and undernourished girls may fail to get in sufficient quantity from the food they eat. These substances are Vitamin B₁, calcium phosphate and iron. If, like thousands of others, you are underweight without organic cause . . . never seem to gain a pound . . . are so thin that you look gangling and gawky from insufficient amounts of these precious elements, don't get discouraged.

You may find that by correcting this simple mistake in eating you can easily add firm solid flesh . . . extra alluring pounds that help bring out those natural eye-catching curves. A simple and easy way is to try the amazing new product called Numal that supplies, in significant amounts, the Vitamin B₁, calcium phosphate and iron needed in the daily diet. Plus a food that in itself is a great help in adding extra pounds.

Take 1 heaping teaspoonful of Numal 3 times a day. It is pleasant, assimilable

If loss of weight persists see your doctor



and easy to take. You will get the equivalent in Vitamin B₁ content of 34 cakes of average moist baker's yeast . . . the iron equivalent of 15 pounds of tomatoes or 12½ pounds of spinach or 9 pounds of boiled beets . . . and the calcium equivalent of 4½ pints of fresh cow's milk, the phosphorus content of 1 glass.

Remember, if you don't get a sufficient quantity of Vitamin B₁ in your daily diet, you may suffer loss of appetite. And without sufficient iron, the element that helps build rich red blood,

you may be rundown, pale, weak and listless. You need calcium phosphate for sound teeth and sturdy bones.

Numal Must Please You or No Cost

So if you are skinny, gangling and bony from lack of these precious nutrients, don't wait any longer. Get Numal today. You will want those extra pounds that "bring out" your natural eye-catching curves. Take Numal faithfully for a week. See if you can't actually feel the difference . . . gain weight and better color. If after this short period you honestly don't feel Numal has benefited you, just return the bottle for a complete refund of your money. Numal costs but a few cents a day to use.

MAIL COUPON TODAY!

U. S. NATURE PRODUCTS CORP.
3560 B'way, Dept. 97X New York 31, N. Y.

Send me at once a jar of NUMAL with the understanding that it must put weight on me or you'll refund my money after the first jar. I'll pay postman \$2.00 plus C.O.D. charges and postage.

Name

Address

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

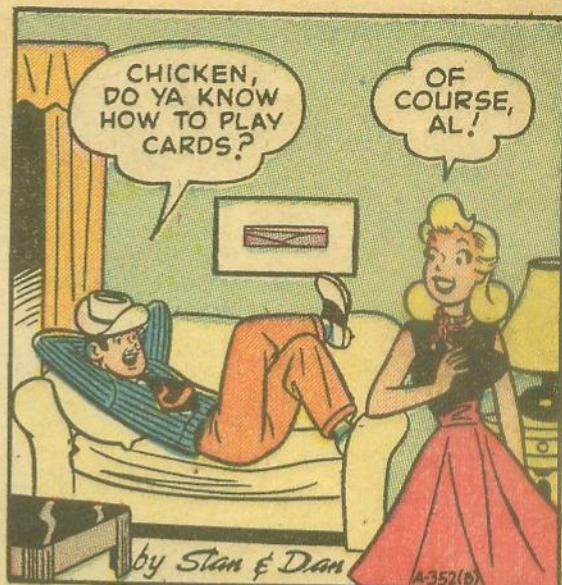
NOTE: If you want to save all postal charges enclose \$2 check, money order or cash. We will pay all postal charges. Same money-back guarantee.

Sorry: Canadian orders cannot be sent C.O.D. Send International Money Order.

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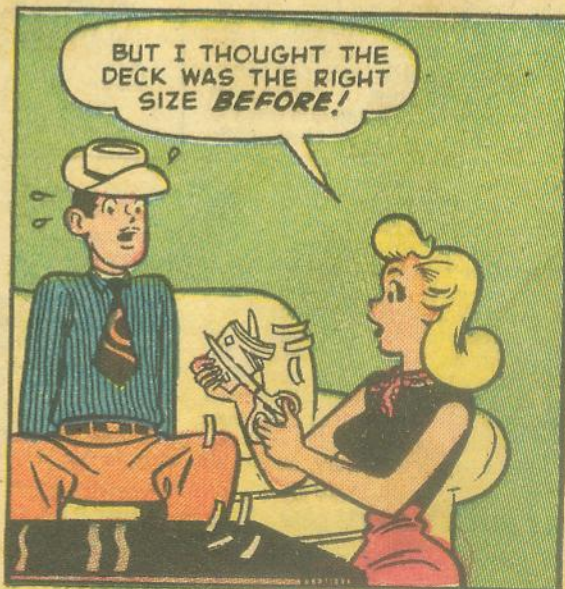
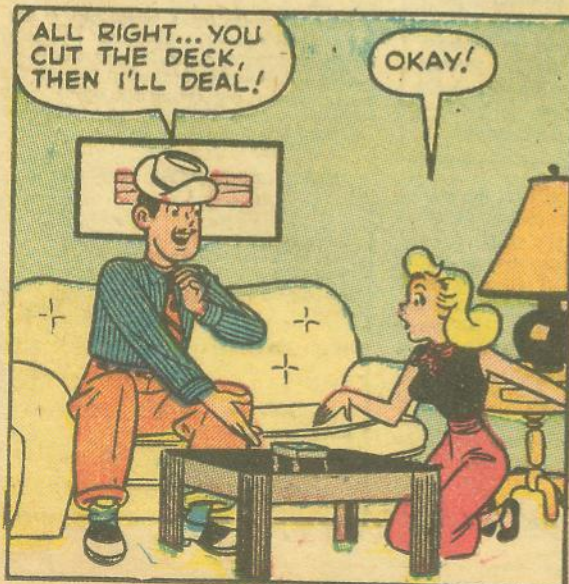
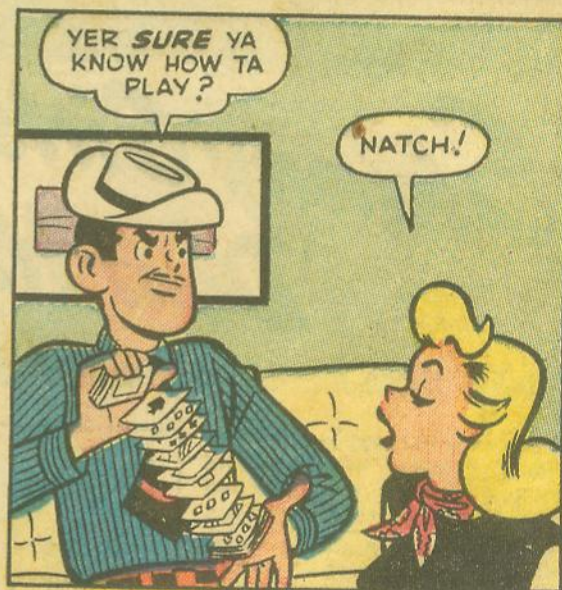
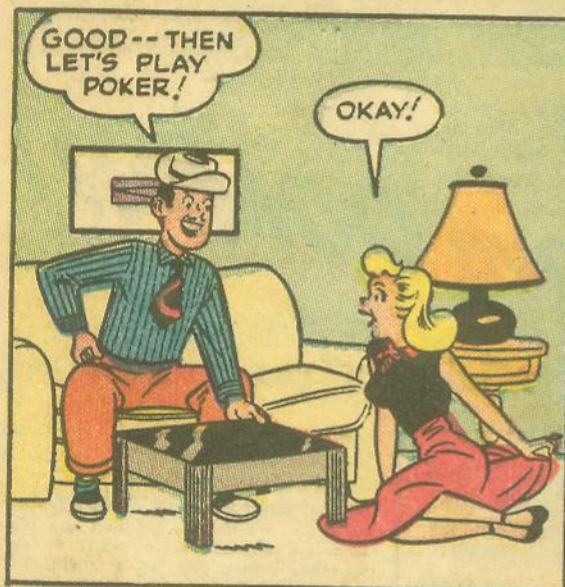


IRMA'S DRESS BY:
HOLLENE CLEMMENS
68-19 RENO DR.
ARVADA, COLO.



by Stan & Dan

A-357(D)



STAMPS



POSITIVELY GREATEST FREE OFFER

Rare Octagonal (eight sided) stamp, gorgeous Diamond, giant Triangle, also mammoth and midjet stamps. ALL FREE to foreign approval buyers. Plus Free, Scott's International \$6.00 album and the latest Scott Stamp Catalogue. PLYMOUTH - DEPT. A60 Bell, California

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500 STAMPS 10c FOR ONLY

INCLUDES STAMPS CATALOGUING UP TO 25c EACH! ALSO APPROVALS

MYSTIC STAMP COMPANY

Camden 3, New York

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KIDS! Get approx. 30 different WILD WEST, ATHLETIC, ANIMAL, GOOD LUCK CHARMS



Put them on your hat or make a charming charm bracelet. Price includes approx. 30 charms plus bracelet with rings for attaching them.

send \$1 (postpaid) to **FRANK DISTRIBUTING** 605 Spring Garden St. Philadelphia, Pa.

YOU ARE UNDER ARREST!



There's a Thrill in Bringing a Crook to Justice Through Scientific **CRIME DETECTION!**

We have taught thousands this profitable, pleasant profession. We can teach you, too, in your own home. Learn Finger Printing, and Criminal Investigation thoroughly, quickly and at small cost.

Over 800 American Bureaus of identification employ students or graduates of I. A. S. You, too, can fit yourself to fill a responsible crime detection job with good pay and steady employment. Get details now. Let us show you how we can prepare you for this fascinating work, during spare time, in your own home. You may as you learn. Write today. . . Now. . . Be sure to state age. No salesman will call. **OF CRIME**

INSTITUTE OF APPLIED SCIENCE (A Correspondence School since 1916.) 1920 Sunnyside Ave., Dept. 6636 Chicago 40, Ill.

RUPTURE-EASER



Pat. Pend. A strong, form-fitting washable support. Back lacing adjustable. Snaps up in front. Adjustable leg strap. Soft, flat groin pad. No steel or leather bands. Unexcelled for comfort. Also used as after operation support. For men, women and children. Mail orders give measure around the lowest part of the abdomen and state right or left side or double. We Prepay Postage Except on C.O.D.'s. **PIPER BRACE CO.**

811 Wyandotte, Dept. MCC 10 Kansas City 6, Mo.

33 ARMY EMBLEMS \$100

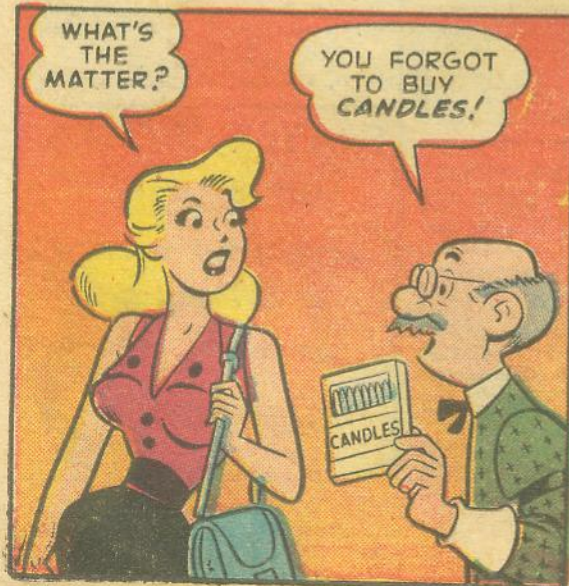
Includes 23 official patches, 7 campaign ribbons, 3 collar ornaments and 2 free surprises. Price List 10c. **HOBBIES** BOX 71, STA. "A", BROOKLYN & N. Y.

PRAYER WORKS

WONDERS

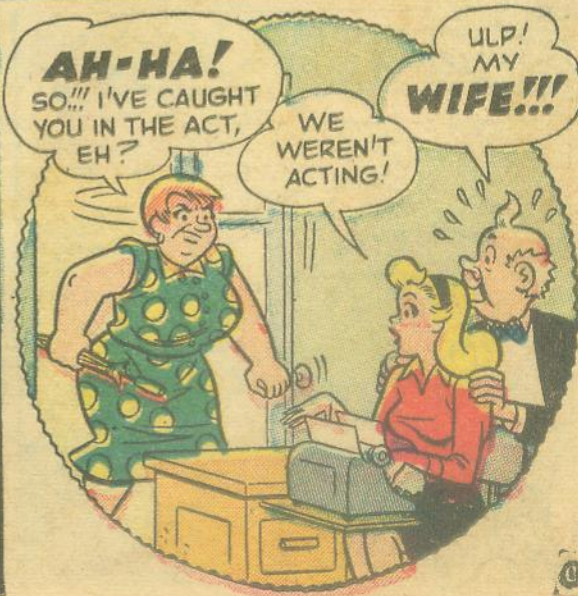
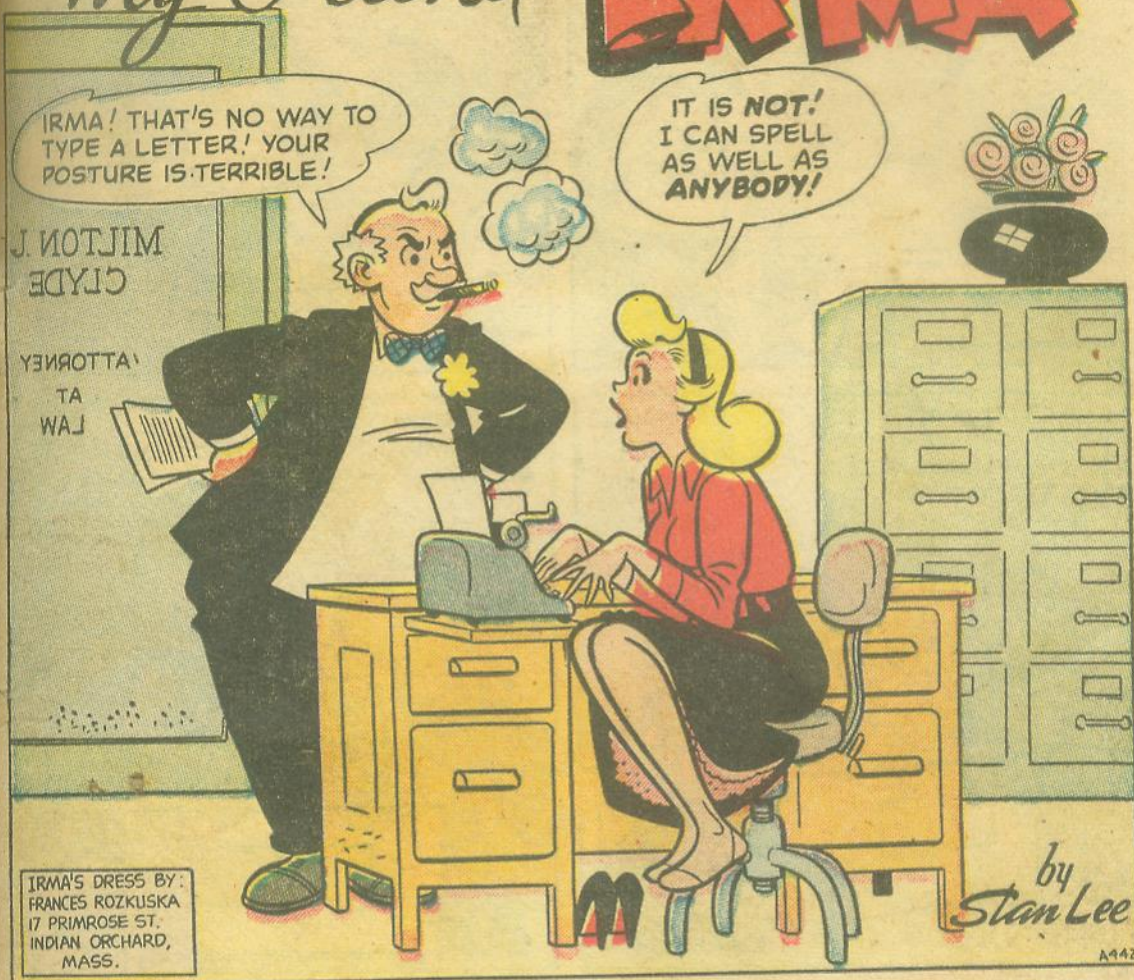
ATTEND THE CHURCH OR SYNAGOGUE OF YOUR CHOICE...

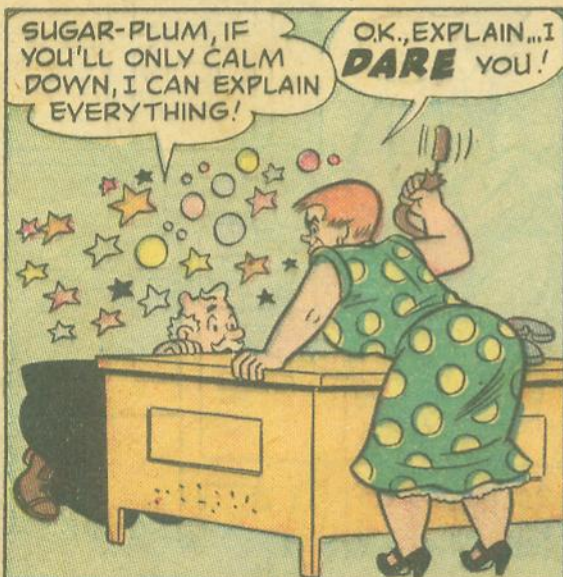
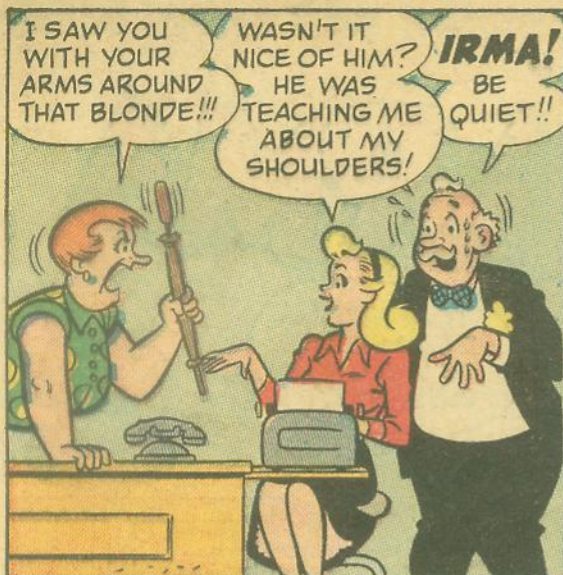




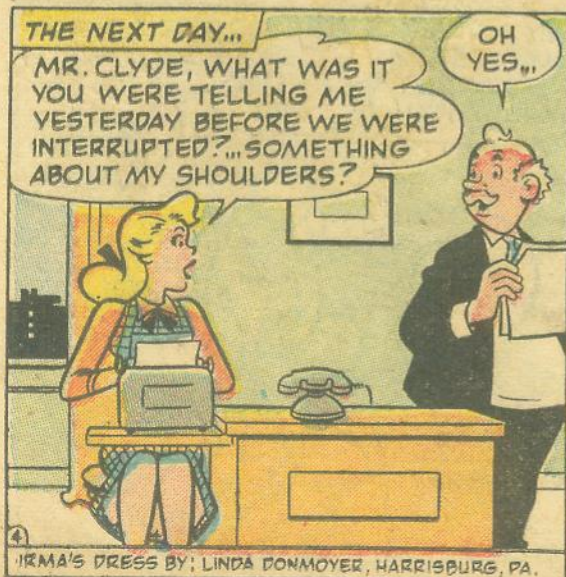
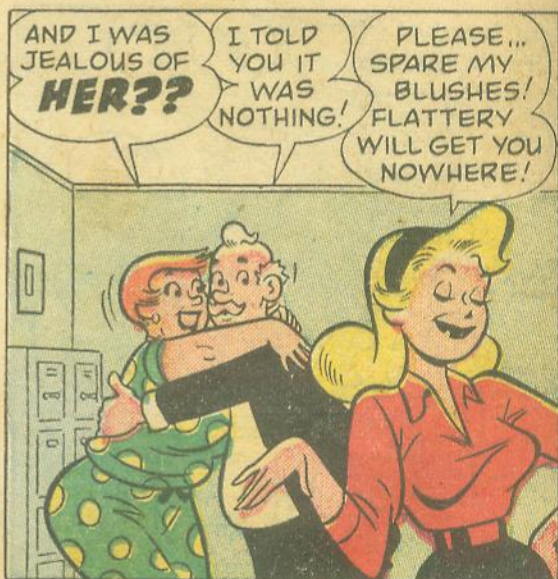
AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

My Friend **IRMA**









Prayer Works Wonders



SHE'S THE ONE FOR ME, GLAD I HAVE A DINNER DATE WITH HER TONIGHT!

LATER...

HOPE THIS NEW TIE REGISTERS WITH HER... I SURE WANT TO MAKE A GOOD IMPRESSION!

NEXT MORNING...

HOW DID IT GO LAST NIGHT, SON? DID YOU HAVE A NICE TIME?

OH SO, SO, MOTHER!

YOUR BEST FRIEND, BEN, SHOWS HIS GIRL HOW HE FEELS ABOUT HER, BY TAKING HER TO SYNAGOGUE EVERY WEEK! WHY DON'T YOU TRY THE SAME AND TAKE YOUR GIRL TO CHURCH? THERE ISN'T A GIRL IN THE WORLD WHO WOULDN'T APPRECIATE AND RESPECT SUCH AN INVITATION!

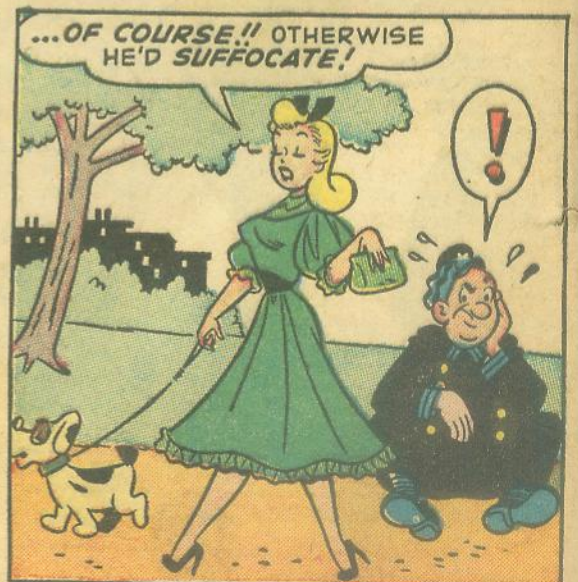
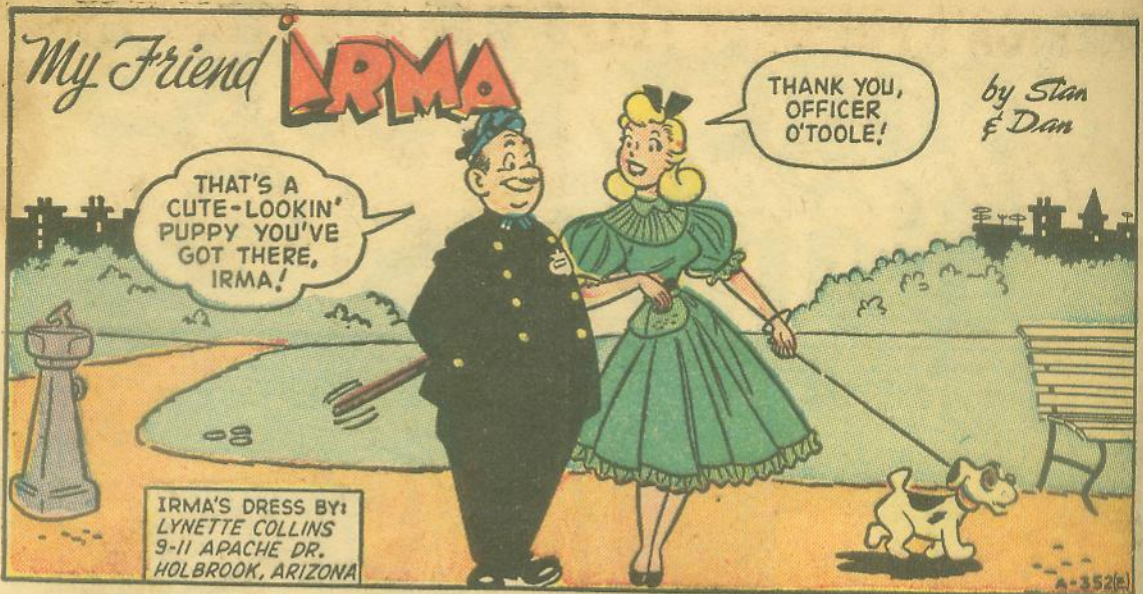


ATTEND THE CHURCH OR SYNAGOGUE OF YOUR CHOICE...

IN COOPERATION WITH RELIGION IN AMERICAN LIFE...

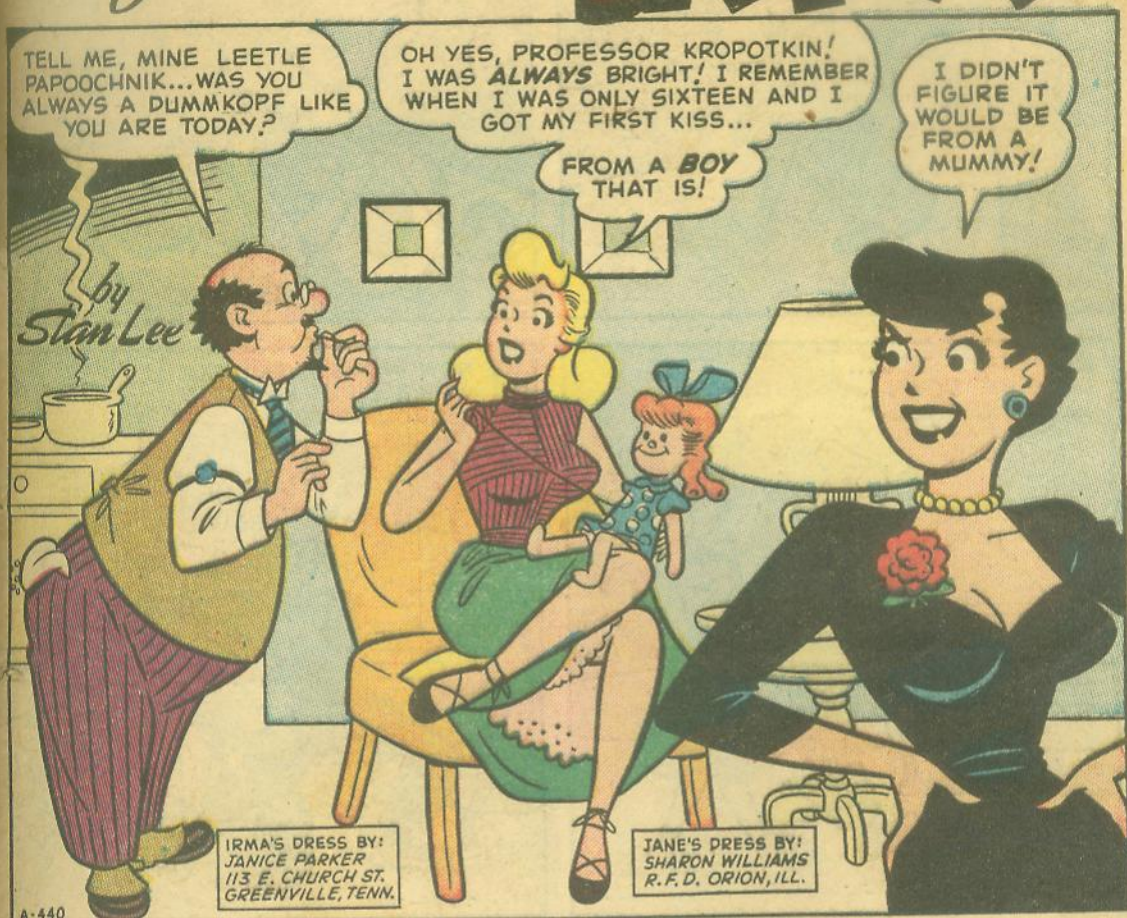
My Friend **IRMA**

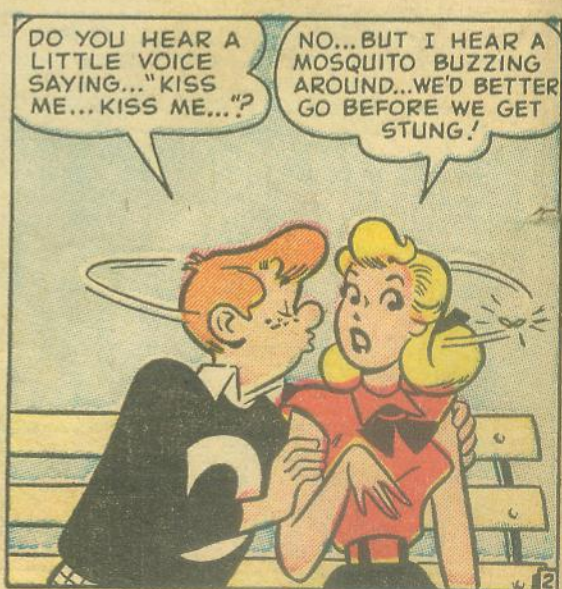
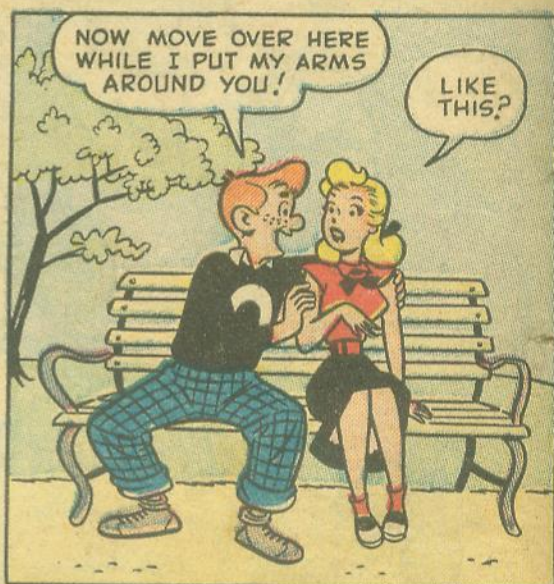
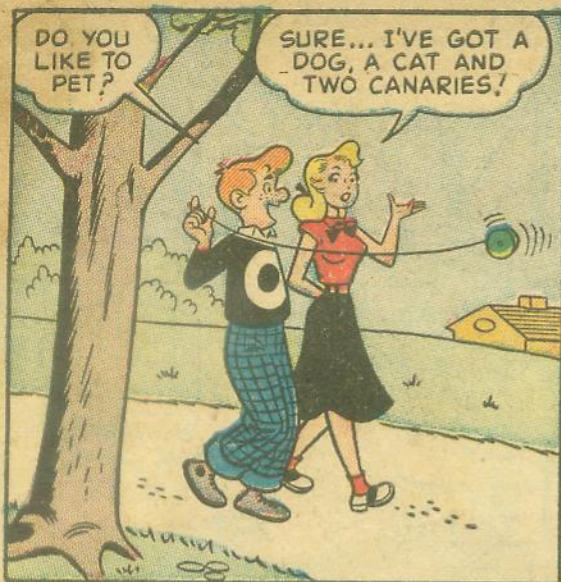
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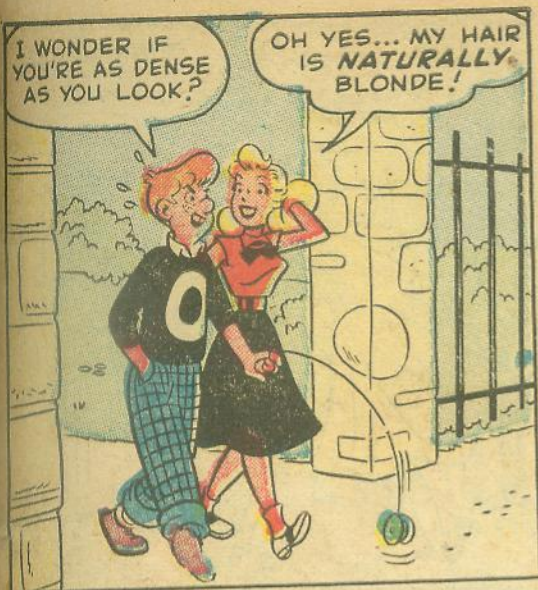


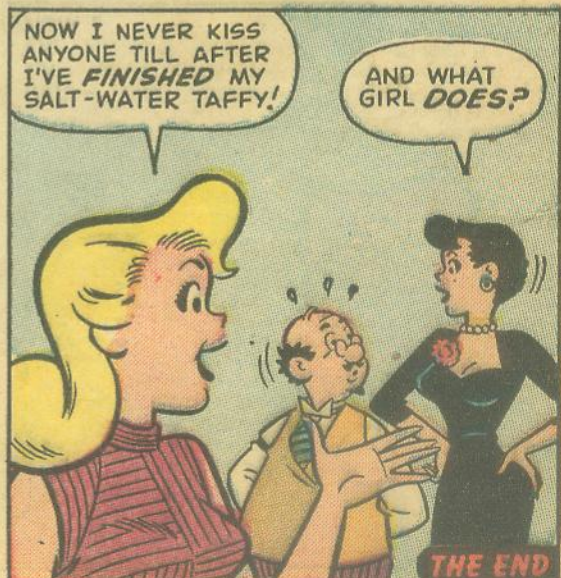
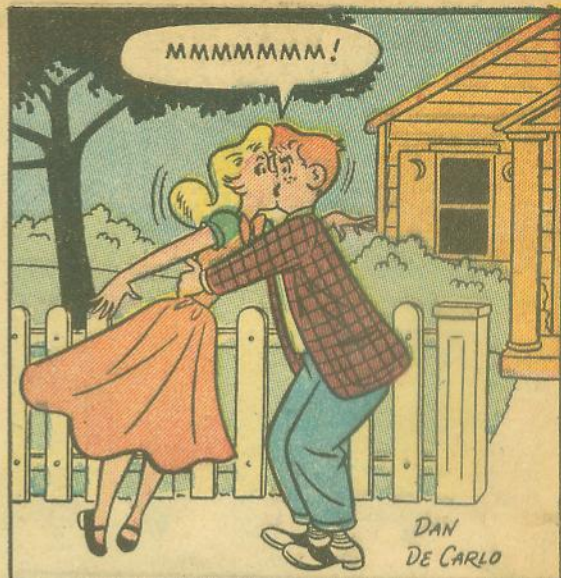
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My Friend IRMA











1 This handsome stamp shows the United Nations flag of blue, with a white design in center. Border of stamp is in red; includes five official UN languages.

2 "Peoples of the World" stamp, designed by famous artist. Again, the border spells out "United Nations" in five official UN languages.

3 This "poster in miniature" shows the famous UN building in New York. Designed by the Mexican artist Leon Heiguerá.

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4 "Peace, justice, security"—used on \$1 and 2c UN stamps—has striking design printed in rich purple. Designed by J. F. Doeve, Netherlands.



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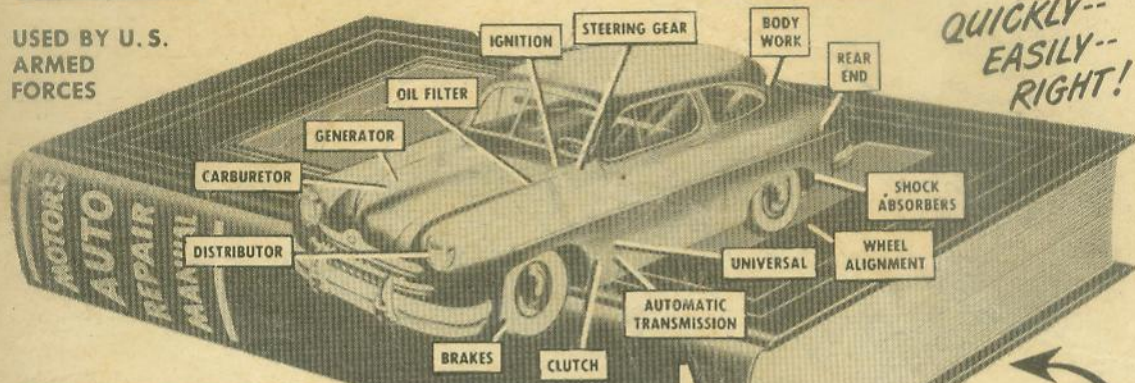
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Hey, Good Lookin'
Alabama Jubilee

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Onward, Christian Soldiers
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Arms
Since Jesus Came Into
My Heart
Trust on Me

Jesus Keep Me Near the
Cross
Softly and Tenderly
Dear Lord and Father of
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