

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

10¢

# my Friend Irma

BUT YOU SAID  
YOU WANTED TO  
LOOK AT MY  
FAMILY TREE!



DAN  
DE CARLO

ON SALE  
MONTHLY

# DON'T BE FAT!

**NOW! REALLY GET SLIM  
AS THOUSANDS DO!**

**NOW!—READ  
HOW THOUSANDS ARE  
LOSING FAT WHILE  
ENJOYING CHEWING  
GENUINE KAL-X GUM!**



"Lost  
45  
pounds  
Chewing  
KAL-X  
GUM!"

S. M.  
Brooklyn, N. Y.

"NO  
STARVING!  
I have  
plenty  
to eat!"  
E. B.  
Pasadena,

**CHEW  
KAL-X**

**\$1** BUYS  
A  
REGULAR  
\$2 BOX OF  
GENUINE  
KAL-X  
GUM.

AND LOSE FAT  
WITH TESTED  
CALORIC PLAN!

Read What  
Thousands  
Say!

LOST 30 POUNDS  
ON FIRST BOX OF  
KAL-X GUM  
C. W. T.  
Lima, Ohio



"Lost 18 lbs.  
on the first  
box of KAL-X  
GUM!"

G. B.  
Vidor, Texas

**DOCTORS  
AGREE:**

That fat people  
tend to die younger  
and become easy  
victims of many  
diseases! Your doctor's  
recommendation  
and approval  
is invited. If your  
excess fat is not  
due to glandular  
or organic causes—  
Don't Wait! Mail  
Coupon Below To-  
day! Don't miss  
dating and good  
times because  
you're FAT! Try  
KAL-X Tested Plan.

Satisfaction or  
Money Back

**KAL-X  
IS SAFE**

**THIS NEW WAY OF  
LOSING WEIGHT  
IS SWELL!**

L. C.  
Mt. Carmel, Pa.

LOST 30 POUNDS!

J. H.  
Weippe, Idaho

Your own experience may, of course, vary.

**MOST PLEASANT  
WAY TO REDUCE  
I EVER TRIED!**

E. S.  
Jeffersonville, Ohio

LOST 20 POUNDS  
ON FIRST BOX OF  
KAL-X GUM

A. G.  
Portland, Oregon

Lost 60 Pounds  
since chewing  
KAL-X GUM!

V. S.  
St. Louis, Mo.

**IT REALLY DID  
THE JOB! Was  
almost ready to  
give up!**

A. G.  
Portland, Oregon

Lost 23 Pounds!

G. M.  
Belding, Mich.

Lost 34 Pounds!  
Feel wonderful!

A. E.  
Auburn, Ind.

**MIRACLE!—All my  
friends think a miracle  
happened to me!**

W. W.  
Chicago, Ill.

**MANY RELATIVES & FRIENDS  
USED KAL-X GUM AND HAVE  
WONDERFUL FIGURES!**

A. W.  
Junction City, Kansas

**"MY DOCTOR SAYS  
KAL-X IS THE BEST!"**

D. D.  
Gretna, La.

1. YOUR STOMACH GETS SMALLER  
WHICH MAKES YOU EAT LESS!—  
When you use the KAL-X GUM PLAN!



**CHEW KAL-X GUM!**

2. YOUR FIGURE THEN GETS SLIMMER!  
When you use the KAL-X GUM PLAN!



**CHEW KAL-X GUM!**

3. NO TIRING EXERCISES! NO STARVATION DIET!  
NO HARMFUL DRUGS!—  
When you reduce the KAL-X way!



LOST 28 POUNDS  
ON FIRST BOX OF  
KAL-X GUM!

C. K.  
Goodells, Mich.  
**I LOST FAT! ...  
Now I want my  
husband to  
lose fat!**

B. C.  
Springfield, Ill.

**REALLY BEGIN TO LOSE FAT!**

**MAIL THIS COUPON MAIL THIS COUPON**

**KAL-X GUM CO., Dept 10-P  
93 Montgomery St., Jersey City 2, N. J.  
I WANT TO GET SLIM ALSO!**

- ☐ Enclosed is \$1.00. Rush a 14 day box of KAL-X GUM and Reducing Plan.
- ☐ Enclosed is \$2.00. Rush a 28 day box of KAL-X GUM and Reducing Plan.
- ☐ Send C.O.D. I will pay postman when it comes \$1.00 plus C.O.D. charges and postage for a 14 day box of KAL-X GUM.

MY NAME \_\_\_\_\_  
MY ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

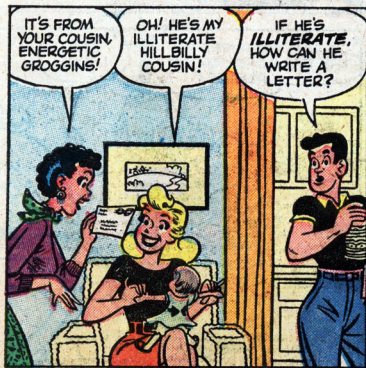
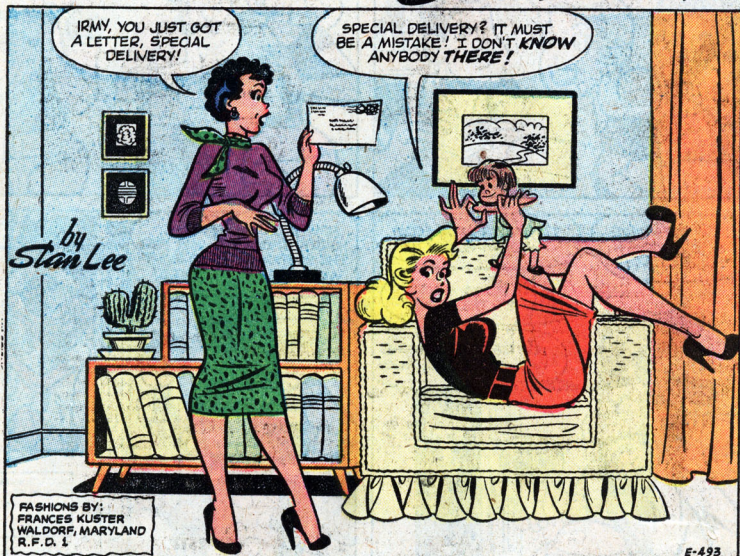
**100% GUARANTEED OR MONEY REFUNDED**

**RUSH THIS MAIL ORDER NOW!**

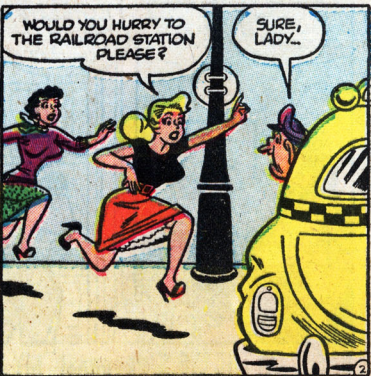
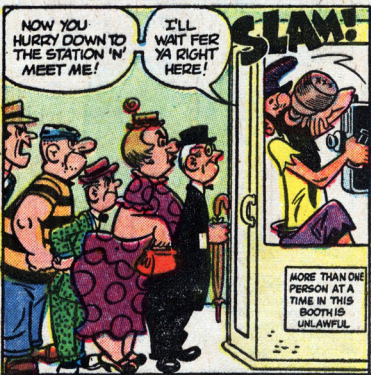
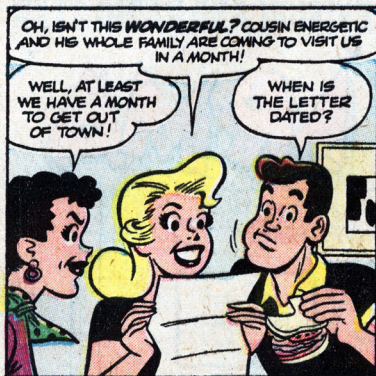
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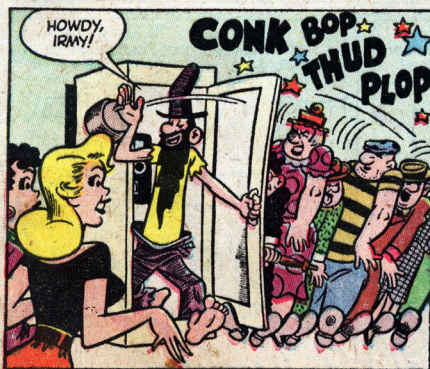
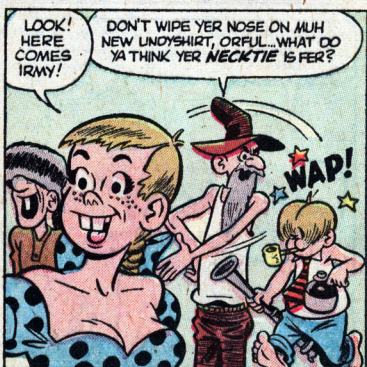
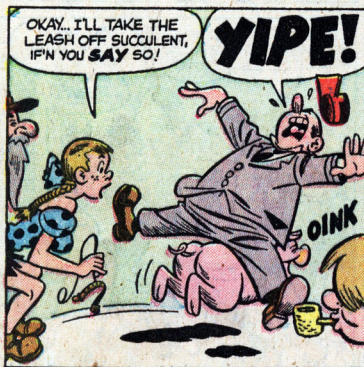
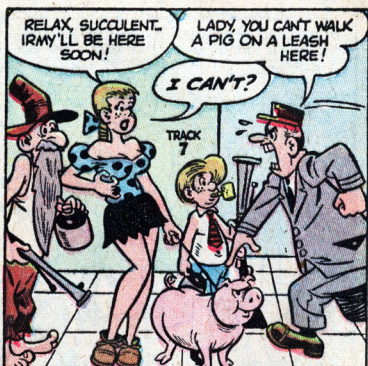
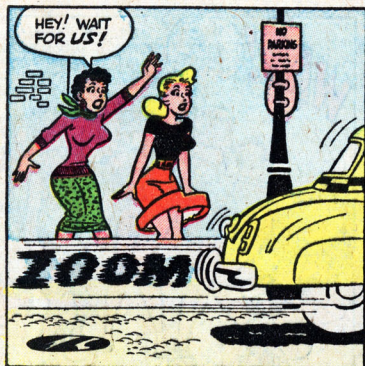
AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

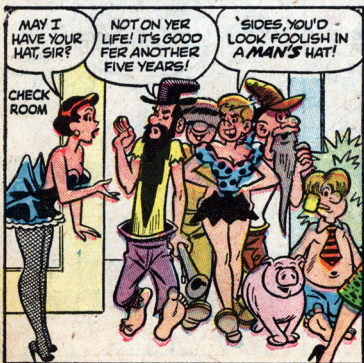
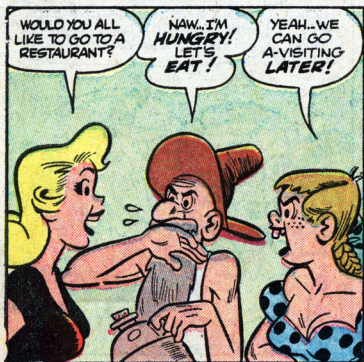
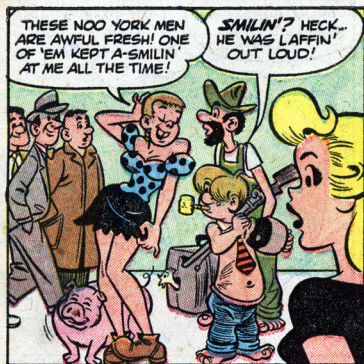
# My Friend IRMA

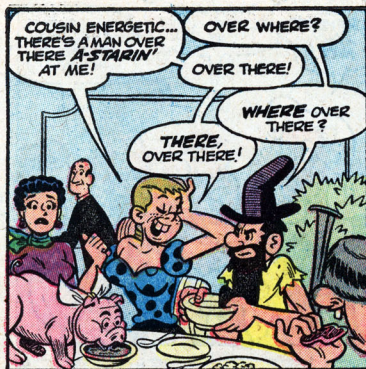


BASED ON THE C.B.S. PROGRAM "MY FRIEND IRMA" CREATED BY CY HOWARD

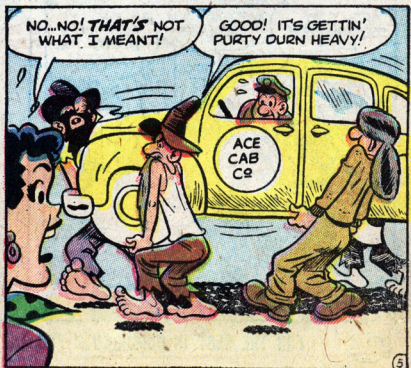


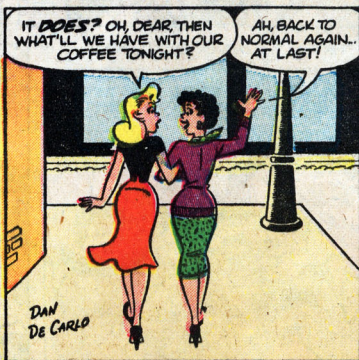
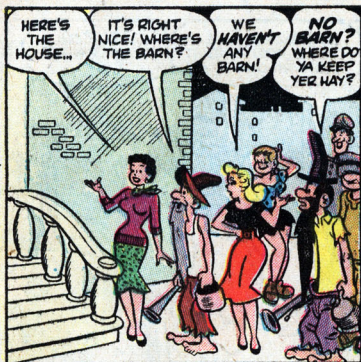






FINALLY, THE DINNER ENDS, AND...





FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER!





# Male-TESTED FASHIONS TO ORDER BY Mail!

**SHOP BY MAIL — IT'S FUN!**  
Avoid crowds, traffic, parking problems. Just sit back in your easy chair and fill out the handy coupon. And remember, you can't find FREDERICK'S fashions in stores. Order now!

**#230 "CHINA DOLL" Exotic!**  
2-piece Faillie suit-dress with a slit skirt and fishtail back tunic-jacket. Stunning trim of braid and jet buttons. Red, Black or Aqua (with Black). Sizes 10 to 18. **\$15.98**

**#248 "SHIMMERING SHEATH" Dress**  
Glittering Metallic 3-D Cotton!! Halter-neck draped bust and hipline. Back zipper. 2 pockets. Black or White. Sizes 10 to 18. Only **\$12.98**

**#357 "DINNER DATE"**  
"Angel Crepe" sensation. Clings to your curves; drapes to flatter your figure. Scoop neck; softly flared skirt. Black, Blue, Gold. Sizes 10 to 20. Special! **\$12.88**

**#243 "SHALL WE DANCE?" One**  
French Lace Date Dress and Bolero Plunge neck, hip-hugging skirt. Pink, Black or White Lace. All over White Taffeta. Sizes 10 to 18. **\$24.98**

**#64 "SHEER BEAR" Blouse**  
Georgette blouse. Plunge neck. White, Pink or Golden-glow. Sizes 32 to 38. **\$6.98**

**#503 "SLACK HAPPY" New!**  
Rich Rayon Sheen Gabardine slacks. Detachable Swiss suspender straps. Multi-color Felt appliqué. Black, Navy, Green. Sizes 10 to 18. **\$6.98**

**#723 "DRAMA-JAMAS" Two-tone!**  
Faillie lounging pyjamas. Extra-full trousers. Surplice neckline; hip-pickit, flaring sash. Black, Red, Blue. Sizes 10 to 18. **\$12.98**

**#54 "BACK TALK" Skirt.** Rich Gabardine. Wraparound style with buttons in back; legs peek out as you walk. Winter or Black. Also Grey Rayon Flannel. Sizes 10 to 20. **\$6.98**

**#497 "OPEN SECRET" Blouse**  
NYLON LACE over Taffeta. Alluring velvet lattice-work front. Boned bustline; back zipper. Black Lace over Black; Black over Pink; All-White. Sizes 32 to 38. **\$6.98**

**#470 "ANGEL STRIPES" Blouse**  
Striped Taffeta charmer; cut-out neck, jeweled buttons, cuffed dotman sleeves. Red with White; Black with White. Sizes 32 to 38. **\$3.98**

**#484 "LACE LOVE" Blouse.** Nylon New and daring halter-neck, bow of velvet, diamond-shape opening. Black, Angel White or Lilac-glow. Sizes 32 to 38. Special **\$5.88**

**#807 "WHISPER"**  
Daring Nylon Lace peek-a-boo front; Nylon jersey back. White, Pink, Blue or Black. Waist 22 to 30 inches. 2 pairs only **\$4.99**



**#189 "NIGHT LIFE" 3-Way Flatterer**  
LOW with both net cuffs up  
LOWER with one cuff turned under.  
Now at a new LOW price! It's a 3/4 bra, garter-belt and waist-ripper of embroidered Nylon taffeta with net cuffs that adjust to any neckline. Detachable garters; light boning; elastic insets in low-cut back. White, Black. Sizes 32 to 34, 8-cup; 32-38, 8-cup; 34 to 40, 8-cup. **JUST \$7.50**



FREDERICK'S of Hollywood Dept. 84

4742 W. Washington Blvd., Los Angeles 16, Calif.

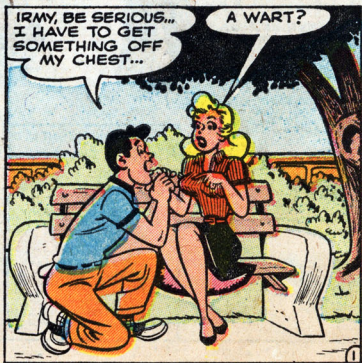
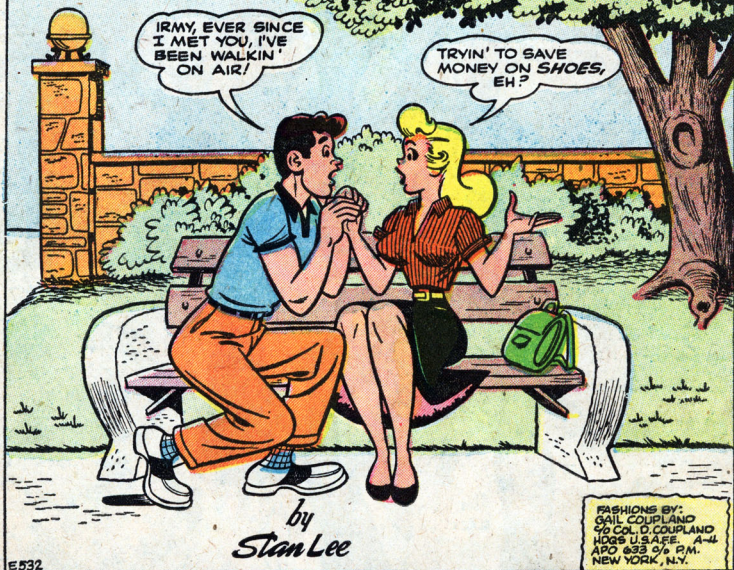
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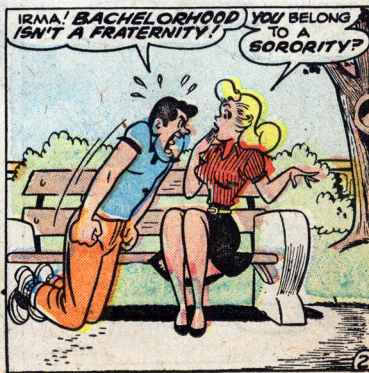
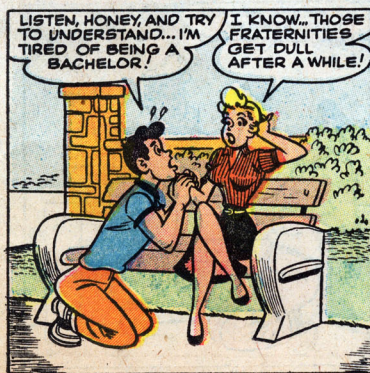
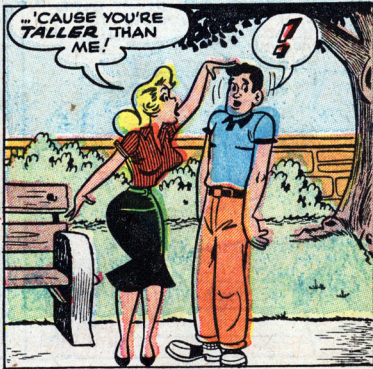
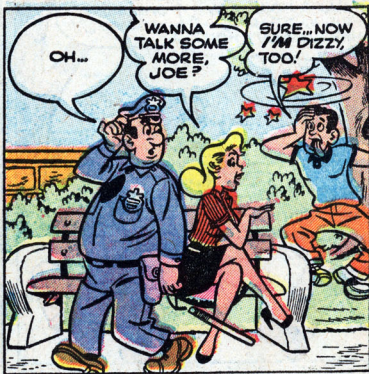
My bust measures \_\_\_\_\_ inches; waist \_\_\_\_\_  
☐ 1 enc. payment ☐ Send C.O.D.  
☐ Send FREE GIFT ☐ 1 enc. \$1 deposit

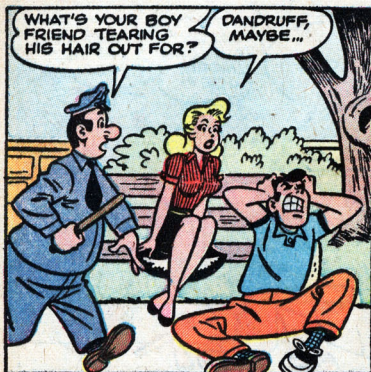
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 City & Zone \_\_\_\_\_ State \_\_\_\_\_

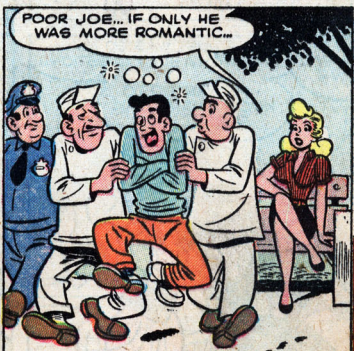
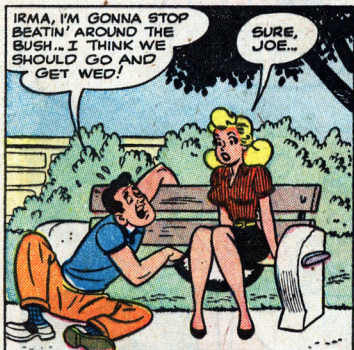
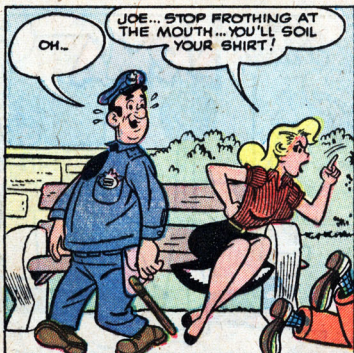
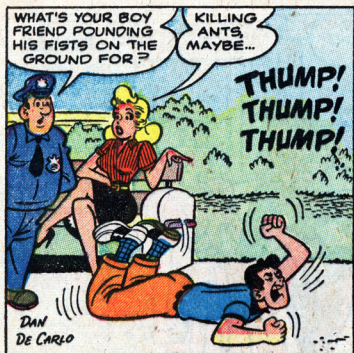
MONEY-BACK GUARANTEE

# My Friend IRMA



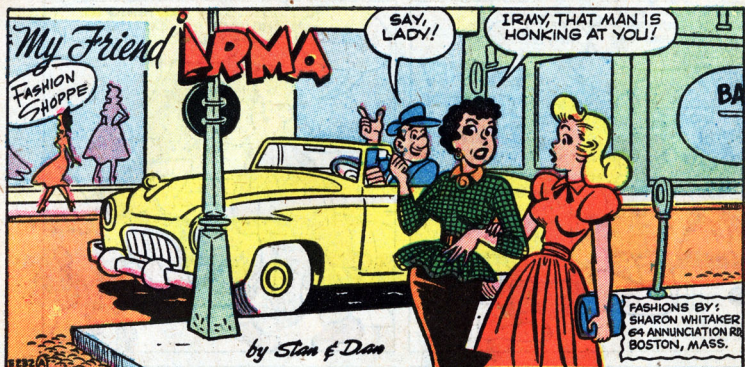


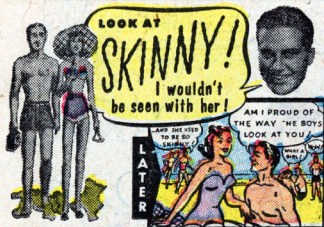




FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER!







# SKINNY

MEN ARE OFTEN ASHAMED TO STRIP FOR SPORTS OR FOR A SWIM!

GIRLS ARE NOT ALLURING AND DON'T HAVE EYE-CATCHING CURVES!

CHILDREN WHO WON'T EAT AND ARE UNDER-WEIGHT, OFTEN CALLED SKINNY!

Now at last More-Wate plan that puts firm, attractive pounds and inches on your body, chest, arms and legs.

## GAIN MORE WEIGHT IN 10 DAYS OR YOUR MONEY BACK!

We don't want SKINNY on our team!



Amazing New Way developed by modern medical science to put on weight on lean bodies. **Guaranteed** to give you up to an extra pound a day! Or your money back! Why should you dread going to parties and socials, simply because you look scrawny and spindly? Why ever feel self-conscious about your body again? If you're underweight\* . . . or just a little on the thin side, due to faulty appetite, or bad dietary habits, you can put on up to a pound a day of attractive weight without exercise . . . dangerous drugs . . . or special diet . . . and more quickly, more easily than you ever dreamed possible . . . with MORE-WATE.

MORE-WATE contains no dangerous drugs . . . you eat it like candy! Yet . . . if you were to have this same prescription compounded to your order, it would cost you many times more. However, through this introductory offer, you can obtain 4-way MORE-WATE tablets . . . a full 10 days' supply . . . for just \$1.00 or a 30 day supply for only \$2.98, plus a 10 day supply free, with an absolute money-back guarantee! Yes, try MORE-WATE for TEN DAYS . . . and if not entirely delighted with weight gained, return the unused supply for full refund! You've nothing to lose . . . and weight to gain! Act now! Stop being the guy or the gal that everyone calls "skinny." Stop being the guy or the gal who dreads

summer and going to parties and socials because it means everyone will enjoy themselves and you won't. Don't be a wall-flower, because you have a figure like a broomstick! Gain more weight!

10-DAY SUPPLY \$1. ONLY

The 4-way MORE-WATE tablets are **unconditionally guaranteed** to put on weight . . . or it doesn't cost you a penny! MORE-WATE is a delicious, full strength, 4-way tablet . . . that combines not just one . . . or two . . . but 4 of the most amazing aids for gaining weight known to medical science. MORE-WATE is not a liquid . . . not a powder. It's delicious, pleasant-tasting tablet! It contains vitamin B-12 . . . the amazing red vitamin doctors give many underweight patients in hospitals . . . It contains Iron that helps correct iron deficiency, anemia and builds rich, red blood. It contains appetite-building vitamin B-1 . . . and it contains nutritious easily assimilated malt, the amazing ingredient that helps your body turn much of the food you eat into well rounded flesh instead of being wasted. That's the secret of putting on weight. Now you can help your food to add new pounds to your arms, chest, hips, thighs, and legs. Now you don't have to be skinny . . . or afraid to be seen socially and be ashamed of your figure! You must achieve the figure you want . . . or don't pay anything. Act now!



Not one child yet has failed to go for and ask for more MORE-WATE tablets! Stop worrying about children not eating enough, give them MORE-WATE tablets—it stimulates their appetite . . . they eat it like candy!

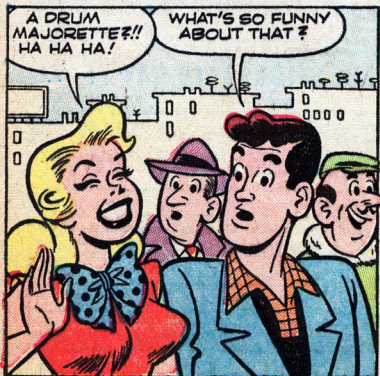
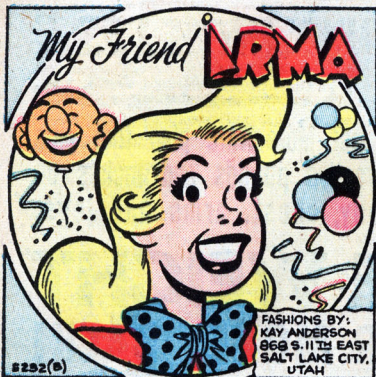
### MAIL THIS NO RISK TRIAL COUPON NOW!

MORE-WATE CO., Dept. 200  
318 Market Street, Newark, N. J.  
Just mail us your name and address, and \$1.00 cash, check or money order. You will receive a 10 day supply of MORE-WATE tablets and plan, postage prepaid.

☐ Send me 30 day supply plus an extra 10 day supply (that's a 40 day supply) for \$2.98. I understand that if I am not delighted with MORE-WATE tablets and plan, I can return the 30 day supply in 10 days for full purchase price refund, and keep the 10 day supply without charge.

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

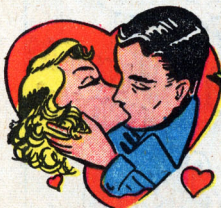
### SENT ON APPROVAL—MAKE AMAZING 10-DAY TEST



# WASH AWAY UGLY PIMPLES, BLACKHEADS, AND UNSIGHTLY SKIN BLEMISHES!\*

Start on the way to a lovely "peaches 'n cream" complexion with FACELIXIR—the wonderful new SKIN CREAM you use like a soap!

SEE RESULTS IN YOUR MIRROR  
within 7 days or DON'T PAY A CENT!



SEND NO  
MONEY!  
MAIL  
COUPON  
NOW!

ROMANCE — GOOD TIMES — PROMOTIONS often depend on a clear skin! Let FACELIXIR Skin Cream help you to a smoother, more attractive complexion! ORDER NOW under amazing 7 day MONEY BACK GUARANTEE!

ADELE REYA, Cosmetologist 439 MADISON AVE., DEPT. C,  
NEW YORK 22, N. Y.

RUSH FACELIXIR by return mail!  
If, after using FACELIXIR for 7 days, as per directions, I see no improvement in my skin condition, I may return unused treatment for full refund.

Check treatment desired

3 cakes of FACELIXIR (introductory treatment) \$2.98  
6 cakes of FACELIXIR (for stubborn cases) \$5.00

TEEN-AGERS and GROWN-UPS benefit from FACELIXIR triple-action SKIN TREATMENT.

- ① FACELIXIR PENETRATES deep down into your skin, further than any ordinary soap washing!
- ② FACELIXIR PURIFIES PORES with its astringent antiseptic action!
- ③ FACELIXIR CLOSES ENLARGED PORES into firm normal healthy skin that's fine textured, kissable! \*externally caused

YOUR FACE IS YOUR FORTUNE! Keep it clean with FACELIXIR. MAIL COUPON NOW. RESULTS GUARANTEED or MONEY BACK!

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

☐ Check or money order enclosed, send postpaid.  
☐ Send COD. I'll pay COD fee, postal charges.

# NEW TOWELS

Plus 4 FREE Wash Cloths!

LARGE SIZE TOWELS  
ASSORTED—COLORS

Brand New—NOT SECONDS!

12 FOR \$1<sup>00</sup>

FREE! 4 Wash Cloths

Unqualified Money-Back Guarantee.  
You must be delighted or money-back!

Supply Limited at this low price so order several sets NOW for GUARANTEED PROMPT DELIVERY!

MAKE WONDERFUL GIFTS!

Agents Wanted—Make Big Money—write for free details.

TOWEL SHOP, Dept. 175, Box 881  
St. Louis 1, Mo.

ORDER TODAY—Prompt Delivery

TOWEL SHOP, Dept. 175  
Box 881, St. Louis 1, Mo.

Please send me \_\_\_\_\_ pkgs. of Towels at 12 for \$1.00. Be sure to include 4 Wash Cloths Free with each \$1.00 order. I enclose \$\_\_\_\_\_

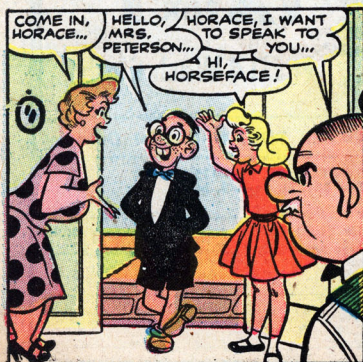
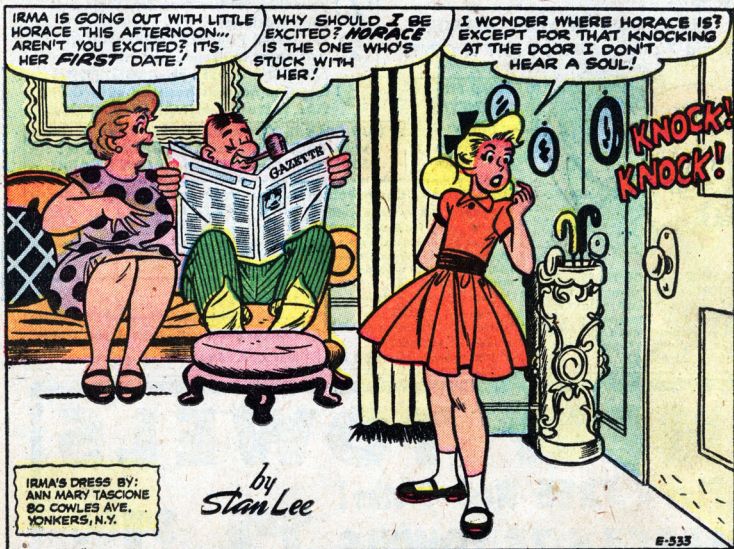
Name \_\_\_\_\_

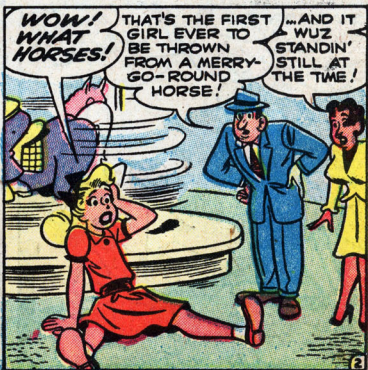
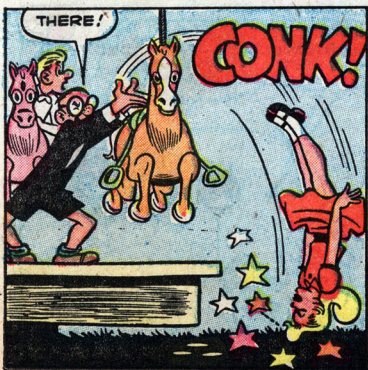
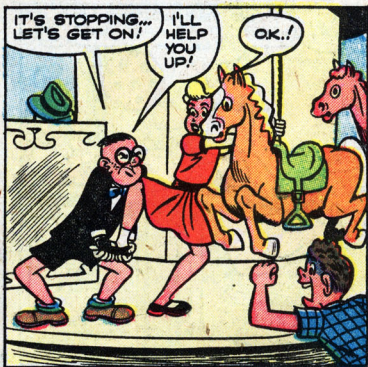
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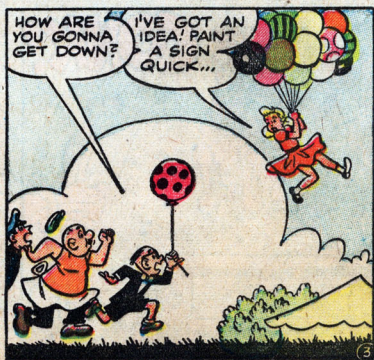
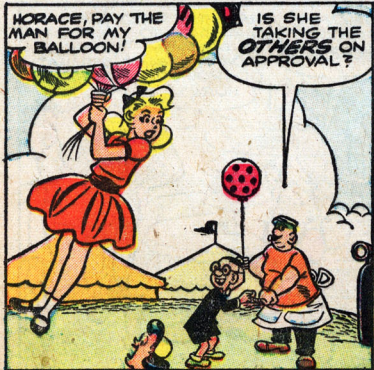
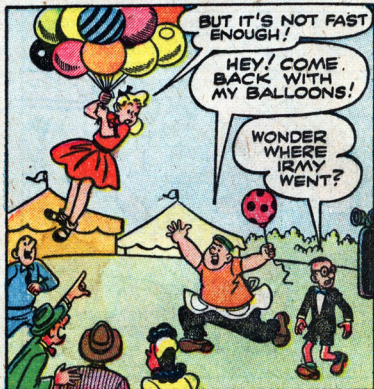
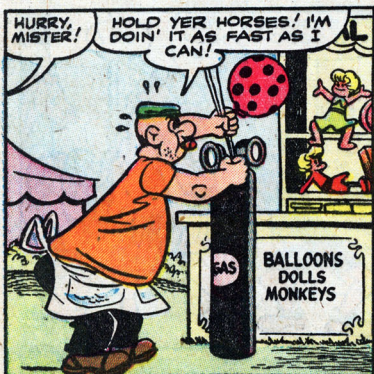
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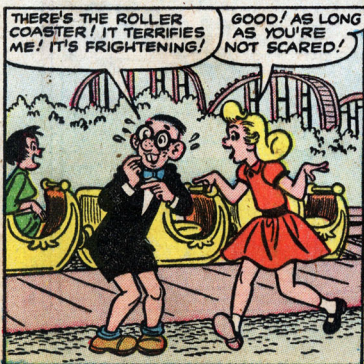
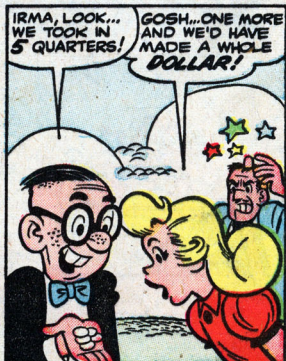
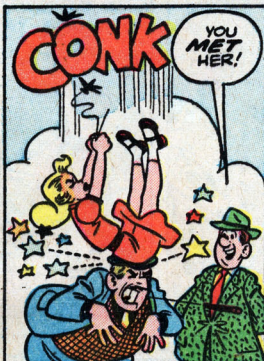
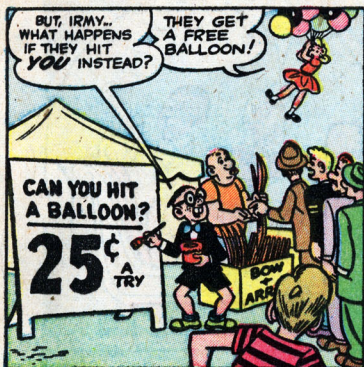
AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

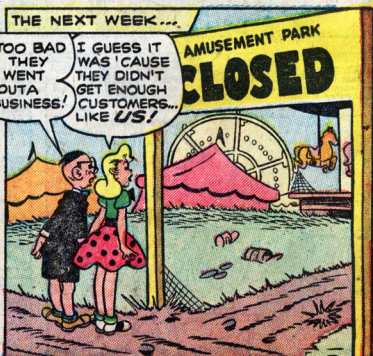
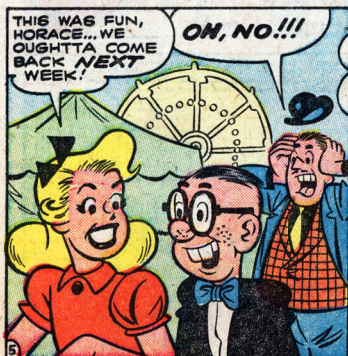
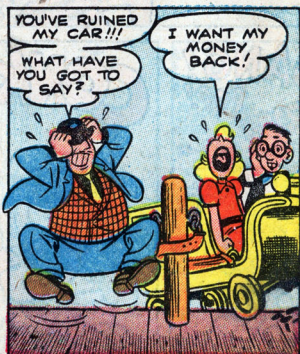
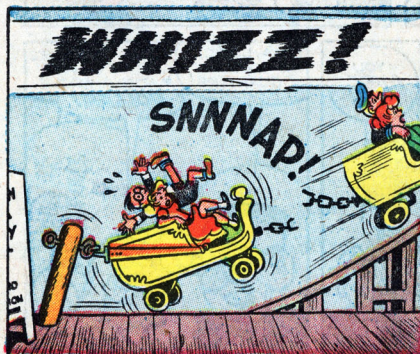
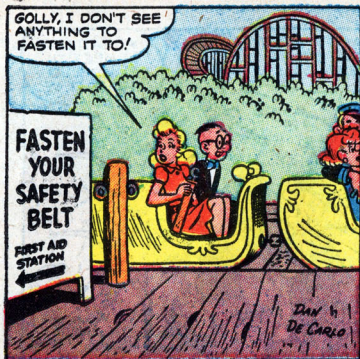
# WHEN MY FRIEND IRMA WAS A GIRL











FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER!



# MEDICAL TABLET DISCOVERY!

SAFE, NEW,  
EASY WAY!

# STOPS BED WETTING



Without Electrical Devices...  
Rubber Sheets... Alarms...

Ends Shame, Discom-  
fort, Inconvenience  
Almost Miraculously!

## SIMPLE SAFE TABLET DOES IT

DRY-TABS is the same safe medical discovery that is prescribed by many doctors. Now, it is available for the first time without prescription to all the victims of BED-WETTING who long to rid themselves of this distressing habit once and for all. DRY-TABS is safe, not habit forming, contains no harmful drugs—Follow simple directions.

## "DRY-TAB THERAPY" Eventually Allows BED-WETTING Victims to Function Normally Without Further Medication

DRY-TABS, in most cases, does not offer merely temporary stopping of BED-WETTING. In case after case, as revealed in clinical tests conducted in hospitals by medical scientists, the DRY-TABS formula proved itself to be a tablet that gives direct support to the patient in controlling his BED-WETTING. The benefits of the DRY-TABS formula may be expected to be effective beyond the period when it is taken regularly. It helps the BED-WETTING victim to restrain, tends to increase strength of sphincter and detrusor muscles controlling urination. Many cases have discontinued the use of DRY-TABS after a short time and found they were functioning normally. So BED-WETTING victims do not have to be slaves to any kind of medication if their case is of the type that responds to the restraining power of DRY-TABS. This is probably one of the greatest advancements ever made in BED-WETTING therapy. Yes, once DRY-TABS stops BED-WETTING, its use may no longer be required, normal functioning and control may be developed almost miraculously. So don't hesitate a minute longer. Order DRY-TABS Today!

## DRY-TABS Amazing Formula Effective in 75% of Cases



CASE NO. 1. Healthy, intelligent boy, 9 years old. BED-WETTING since infancy. Child could not break habit. All other medication failed. DRY-TABS formula taken for two three-week periods. Child has remained well for the past three years.



CASE NO. 2. Normal boy, history of BED-WETTING since infancy. Child had no organic defect. Various cures failed. Put on DRY-TABS formula regime. After a month, habit suddenly stopped.



CASE NO. 3. Male, aged 23 years. BED-WETTING since birth. Many forms of treatment failed. Unable to accept invitation to sleep out overnight. Recently married, and embarrassed by habit. After formula taken, wet bed the first two nights but never since that time.



CASE NO. 4. Girl, aged 6 years. Wet bed since infancy. Nervous, irritable. DRY-TABS formula administered for regular periods. BED-WETTING stopped almost immediately. Slight relapse. Formula administered again. Child responded immediately once more, and history reveals no further relapses.



CASE NO. 5. Man, 42 years old, wet "heavily." Medication started. Wet during second week and continued to wet when medication was withdrawn for following week. Restarted after rest period, and after five-day treatment seemed to retain control of bladder function.



CASE NO. 6. Woman, 76 years old. DRY-TABS formula administered for 6 days. Improvement, upon withdrawal of medication, improvement remained. Continued gradual return of control. One year without formula and control is adequate.

## DEVELOPED AFTER YEARS OF EXTENSIVE HOSPITAL AND CLINICAL RESEARCH AS REVEALED IN MEDICAL LITERATURE

The discoveries of science, many times, are brought about by indirect means. Take the case of the exclusive DRY-TABS formula. Medical practitioners chanced upon this formula while they were investigating a remedy for another illness. Noting the remarkable effect that this formula had upon BED-WETTING they concentrated their efforts to this new data and developed the formula to its present state of perfection. The result is the new DRY-TABS, a remarkable tablet that has brought new hope to thousands of tormented victims of BED-WETTING. Before this formula was released to the public, it was tested in clinics and hospitals by medical scientists on controlled groups of patients. The DRY-TABS formula is the result of thorough medical research, the same kind of research and care that is given to any product that is to be placed in the hands of the public. Chalk up BED-WETTING as one more ailment that has been conquered by the men of science. Think of it, no expensive electrical devices, cumbersome rubber sheets, special diets or mechanical alarms. Just a wonderful new tablet... DRY-TABS... product of medical research... offering the hope of a new future for all those sufferers of BED-WETTING. Be sure to order DRY-TABS today!

## ADULTS: START LIVING A NORMAL LIFE TONIGHT!

Scientific tests actually prove DRY-TABS to be 75% effective in stopping this unfortunate habit—even after years of torment! Ends the constant worry of overnight hotel stops and fear of public embarrassment while napping on trains and buses. Don't wait another day. If your loved ones suffer the humiliation, the disgrace, insecurity and helplessness only BED-WETTING can cause, order DRY-TABS NOW! Easy to take, can be dissolved in water if necessary. Just follow simple directions.

**MAKE THIS HOME TEST:** Here is your guarantee of satisfaction. Try DRY-TABS for the prescribed period. If you are not completely overjoyed with DRY-TABS' amazing ability to help stop BED-WETTING, your purchase price will be refunded. Accept this no-risk offer. Order DRY-TABS now!

**SEND NO MONEY:** Just name and address for generous 3-week supply. On arrival pay postman only \$3.00 per package plus C.O.D. charges on guarantee of complete satisfaction or money back.

## MAIL THIS COUPON TODAY

GARY PHARMACAL CO., Dept. 842 B  
7504 Seguin Avenue, Chicago 49, Illinois

Please send me 3-week supply of DRY-TABS on guarantee BED-WETTING must be stopped or money back.

- ☐ Send C.O.D., I will pay postman \$3.00 per package plus postage.
- ☐ Cash enclosed, we pay all postage.
- ☐ Send 2 packages (6-week supply) for \$5.50.

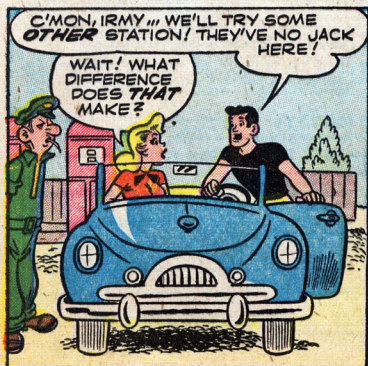
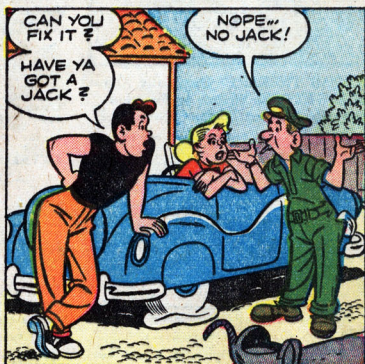
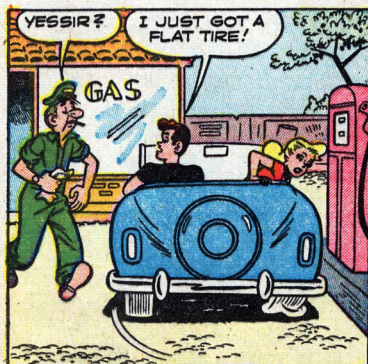
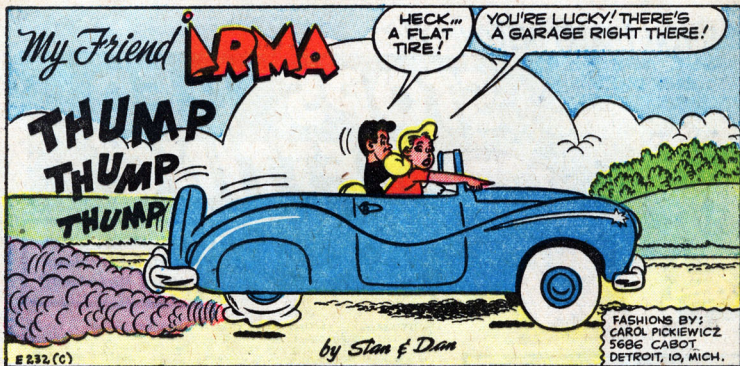
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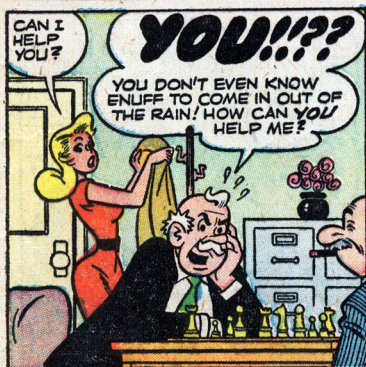
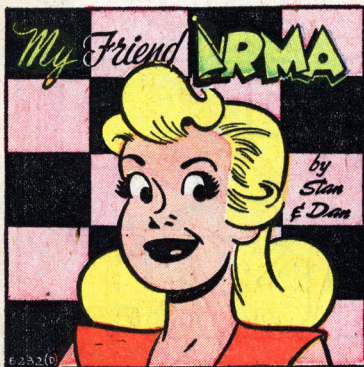
Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_





Friend **ARMA**

FASHIONS BY:  
WELSA HOST  
815 N.W. 83 TERR.  
MIAMI, FLORIDA

E 202(E)

IRMY...WHAT  
TIME IS IT?

**I'LL LOOK IN THE KITCHEN AND SEE!**

by Stan & Dan

**IT'S  
11:20!**

WHY DIDN'T YOU LOOK  
AT YOUR WRIST WATCH?

**IT'S NOT WORKING!**

IT'S  
NOT?

ARMY, TELL ME SOMETHING,  
IF YOUR WRIST WATCH  
ISN'T WORKING, *WHY* DO  
YOU WEAR IT?

GOSH,  
KAY,,, IT'S  
SIMPLE.,,

... HOW **ELSE** WILL I KNOW  
WHAT TIME IT IS?



# 6 DRESSES for \$2<sup>98</sup>

Now you can look smart and stylish with sensational low priced glamorous dresses that have been cleaned and pressed—in good condition for all occasions! A tremendous assortment of gorgeous one and two piece modern styles in all beautiful colors—in a variety of luxurious fabrics of rayons, cottons, gabardines, woolens, silks, etc. Many are expensive dresses—original value up to \$40!

## FREE 12 DIFFERENT SETS OF BUTTON CARDS!

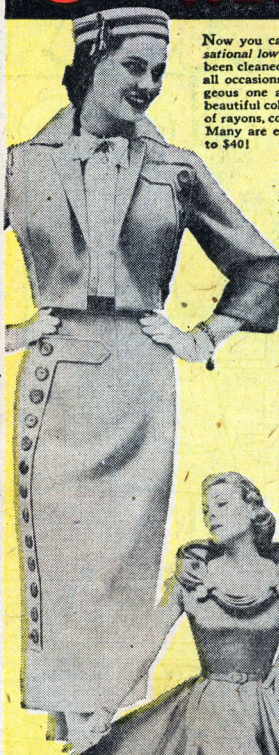
5 to 8 matched buttons on each card. Worth a few dollars—but yours Free with dress order.

Girl Sizes:  
10, 12, 14 are 6 for \$2.98  
Junior Miss Sizes:  
9, 11, 13, 15 are 6 for \$3.75  
Women's Sizes:  
14 to 20 and 38 to 52  
are 6 for \$4.75.

## Money Back Guaranteed!

Send \$1 deposit, balance C.O.D. plus postage. Or send full amount with 25c postage and save C.O.D. fee. Your money returned if not completely satisfied. Limited time offer—so rush order TODAY!

SEND FOR **FREE** CATALOG FOR FAMILY!

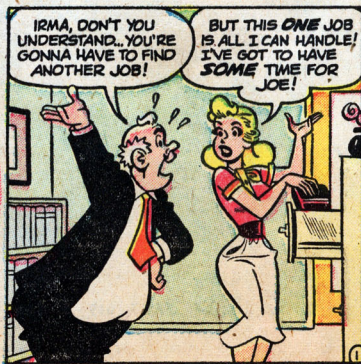
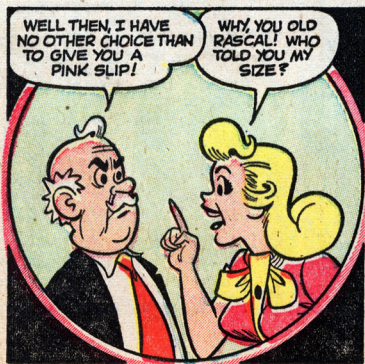
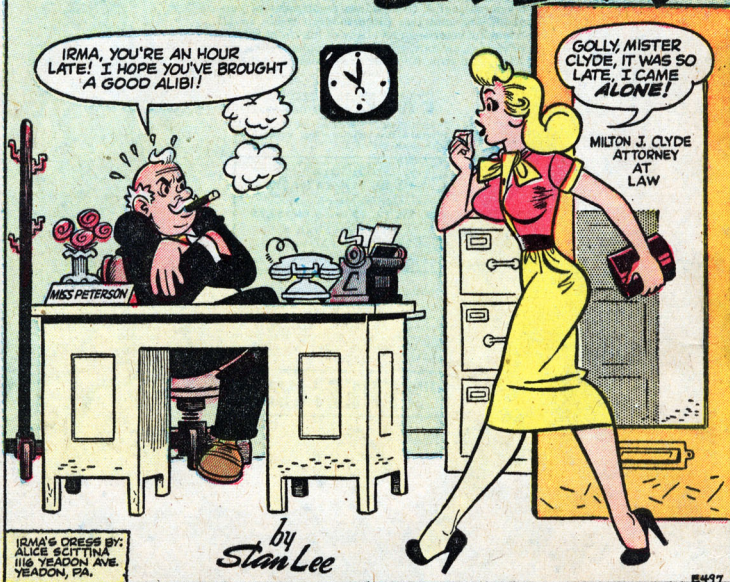


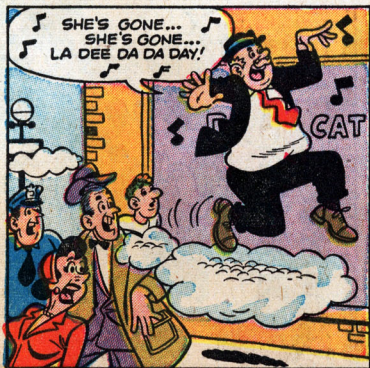
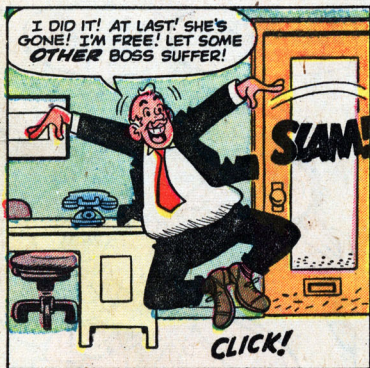
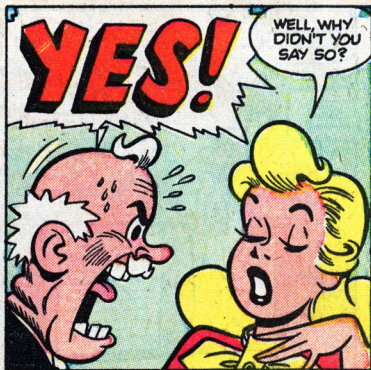
# GUILD

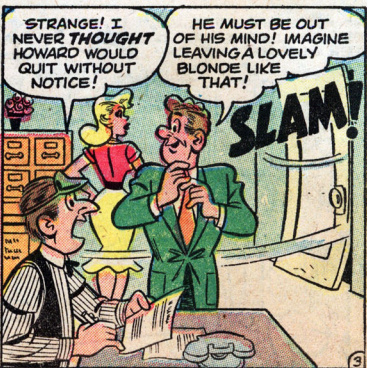
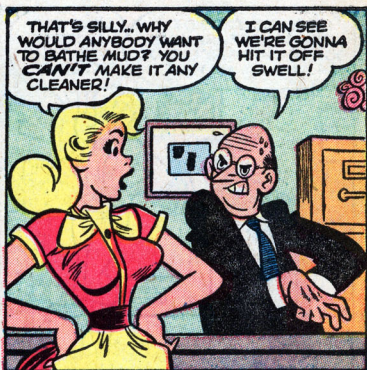
DEPT 615 • 103 E. BROADWAY • NEW YORK 2, N. Y.

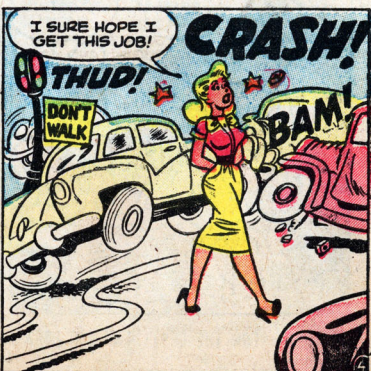
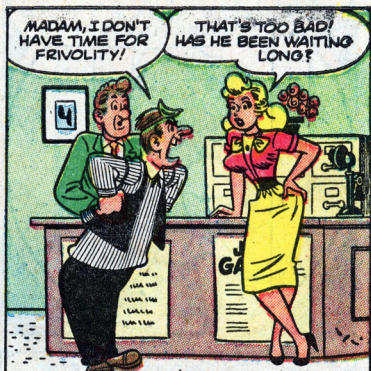
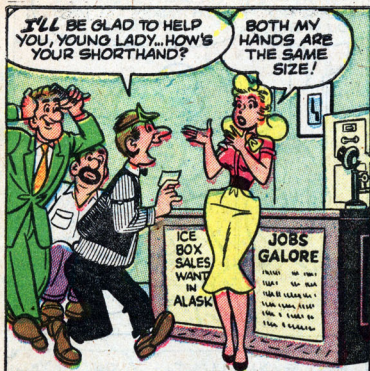
# AMERICA'S FUNNIEST TELEVISION AND RADIO STAR

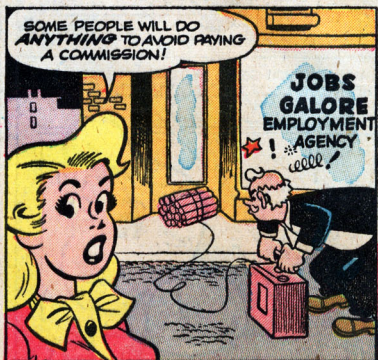
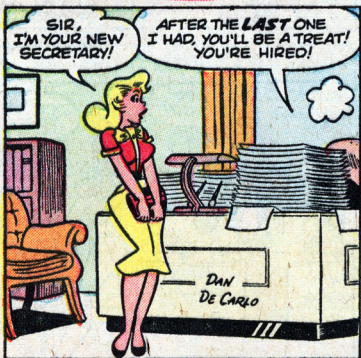
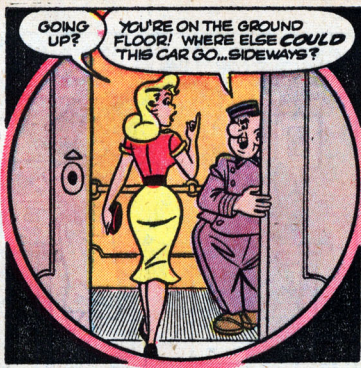
## My Friend **IRMA**











FOR THE BEST IN HUMOR LOOK FOR THE ATLAS SEAL ON THE COVER!



# SMALL BUST PROBLEMS CORRECTED NO PADS!

## How Bra Designers Perfected New "Natural Action" Molding

Revolutionary New Design Shapes Small Bust into Attractive, Fuller, More Rounded Bustline Instantly

Good news for every small-bust woman! After years of research, an amazing, entirely NEW bra design has been perfected. Almost like magic, by an entirely new principle, it molds the flat, small or sagging bust into fuller, more alluring lines—naturally, without embarrassing, artificial build-up of any kind.

Two prominent New York bra designers were shocked at the almost total lack of bras properly designed to naturally improve small bustline problems. They decided to do something to remedy the situation. They learned that manufacturers were frankly neglecting small-bust women because it was more profitable to concentrate on the much larger market of average-size bras.



Many ordinary bras do little to mold small, flat or sagging bosom into attractive, well-rounded bustline.

Many artificial cups and padded bras lose their shape, look and feel unnatural, unromantic.

### ORDINARY BRAS DO LITTLE FOR SMALL BUST

Tests made on actual women with small-bust problems revealed most ordinary bras seemed to be turned out on an assembly line for all small busts, regardless of individual needs. Many lacked the uplift qualities and molding action for shaping the flat, small or sagging bosom into natural curves. Instead, small-bust women had to be content with unromantic padded bras or with artificial inserts which frequently caused embarrassment by shifting around and lost their shape when washed. They had an artificial look even in clothes. In "close-up" situations such as dancing, they still left you self-conscious wondering whether others knew, too, that the beauty was not your own. Artificial build-ups also helped cause excessive perspiration.

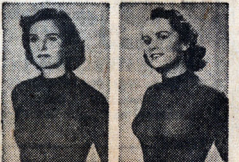
The experts first considered taking one of the better bras on the market and improving its design. But they quickly decided an entirely new type of bust molding was needed. They consulted medical specialists and physical culturists. They studied photographs and X-rays of every usual small-bust problem... to find the basic causes and possible correction by means of a new scientific bra.

### CAUSES OF SMALL BUST REVEALED

Frequently they found the small bust was part of a picture of general underweight due to poor diet, or to various glandular disturbances. Years of inadequate exercise and poor posture were other causes in some cases. Sagging small busts were caused by tired or lary muscle tissues of the chest and breast. This permits the small bust to sag and lose every last bit of its charm.

### TRYING TO GAIN WEIGHT OF LITTLE HELP

All too often in the past, women whose bustline was not improved by standard type bras went on diets to gain weight. In many cases they learned that the bust gained proportionately far less than the rest of the body.



BEFORE she wore the "Tru Form" Bra, she was flat, unshapely and shy.

AFTER she wore the "Tru Form" Bra, her attractive bustline gave her poise, confidence.

"Tru Form" Bra Styles to Fit and Flatter Your Individual Figure—All with "Natural Action" Inner Design. Sizes 28 to 38. Worth up to \$5 or More. Now at Our Acquainted Low Prices! in Nude, White, Blue, Black.



Prove to Yourself Today How the Amazing New Inner "Natural Action" Design (Pictured Above) Molds a Fuller, Rounder Bustline, Naturally, Without Padding or Artificial Cups.

To the experts' trained eyes, their research pointed inevitably to an entirely new principle in bustline molding—an innercup design so amazingly simple that you can prove its wonderful effectiveness to yourself in front of your own mirror...right now! Firmly cup either breast with your hands. Then, by flexing your fingers, lift, gather together and mold your bosom into the fuller, well-rounded shape you desire.

Notice how much better you look and feel instantly. This is a demonstration of the glorious "natural action" molding principle built inside the cups of this new-type bra—only this design does it better, easier, smoother and more naturally. It corrects those flat or sagging muscle tissues of the breast with a gentle, flexible molding action.



Style X137. Plunging Neckline. Gives you attractive curves for low cut dresses, blouses, gowns. Adjustable shoulder straps. Only \$2.49



Style X248. Parisienne Bra. This black lace bra adds a smart "a" away, frankly "seems high," appeal. Adjustable straps. Black only. Now only \$2.75



Style X123.

Regular Bandeau. Does wonders for small bust in all clothes. Firm elastic back design. Easy to adjust shoulder straps. Only \$2.49



Style X244. Strapless Bandeau. For alluring bustline in off-shoulder dresses, blouses, bathing suits. Also gentle, covered, and lined supports hold bra securely in place. Only \$2.75

### Fit and Beauty Included

Before releasing the new "Tru Form" Bra to the public, the experts tested its amazing "natural action" design on women to be sure it was flexible and adjustable enough for every small-bust problem imaginable. It was found to mold the small, flat or sagging bosom into more glamorous, fuller lines in a way that was little short of a miracle... without embarrassing unromantic pads or artificial build-up of any kind... ENTIRELY WITH YOUR OWN NATURAL BOSOM!

A small flat bustline spoils the appearance of a woman with an otherwise good figure. While a thin woman with a fuller bustline will appear more shapely overall, "Tru Form" Bras made small-bust women look more alluring, more exquisitely feminine; enabled them to wear exciting figure hugging sweaters, dresses, blouses, playtags, etc., with complete "satisfaction" and confidence. Its glorious "natural action" molding was unequalled by other small bust bras and many costly custom-made bras selling for \$10-\$25. The "Tru Form" Bra is made of gorgeous fabric which washes and dries like a dream! Easy to adjust shoulder straps and comfy elastic back closing.

**FREE!** Home Course for Glamorizing the Small Bust—if you act now!

To help your new bra look its best on you, you learn exactly what to do for your personal small-bust appearance, whether your bust is flat, small or sagging. Step-by-step tested instructions by noted medical and fashion authorities. Includes priceless guidance in: Simple Illustrated Scientific Movements; What Specific Clothing Styles You Should Wear to Accentuate Your Bustline; Structure of the Bust Illustrated and How It Works; Figure Proportion Charts; Correct Bust Sizes for Your Height and Weight; And other inspiring methods for improving your small bustline. All yours FREE whether you keep bra or not—if you mail Coupon NOW!

**FREE-TRIAL—FREE-GIFT COUPON**  
Mail TODAY—Without Money!

### TESTED SALES CO.

Dept. MR-7886K  
296 Broadway, New York 7

Rust me my specially designed "Tru Form" Bra for my individual figure. Mail in PLAIN WRAPPER along with my FREE-GIFT Course in Glamorizing the Small Bust, mine to keep in either case! I will pay postman on delivery the low price plus postage. If after 10 days I am not completely satisfied, I will return merchandise for immediate refund. (Be sure to write in HOW MANY SIZE and COLOR of styles you desire.)

Style	Size	1st Color Choice	2nd Color Choice	How Many
X123				
X244				
X137				
X248				
X123				

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, Zone, State \_\_\_\_\_

☐ Check here if you wish to save postage by enclosing order with remittance. Same money-back guarantee.

I WANTED TO BE AN

# ARTIST!



AFTER HIGH SCHOOL I HAD TO TAKE A JOB I HATED. MY FAMILY NEEDED THE MONEY. IT WAS DULL, HARD WORK.



BUT AT HOME I SKETCHED AND PAINTED. MY FRIENDS ALL SAID I COULD REALLY DRAW. I WANTED TO BE AN ARTIST!

HOW I ENVIED THE ARTISTS AT THE FACTORY WHERE I WORKED! THEY GOT THREE TIMES MY PAY... AND FOR SUCH INTERESTING WORK. BUT HOW COULD I BECOME AN ARTIST? I DIDN'T EVEN KNOW FOR SURE IF I HAD REAL TALENT!



ART DEPARTMENT



THEN ONE NIGHT I READ ABOUT A FREE ART TALENT TEST! I SENT FOR IT THAT SAME NIGHT.

IN A FEW DAYS MY FREE TALENT TEST CAME. I COULD HARDLY WAIT TO GET TO MY ROOM ALONE AND START THE TEST. IT WAS FUN TO TAKE... AND I LEARNED FROM IT, TOO.



THIS IS A FINE TEST. IT CERTAINLY SHOWS YOU HAVE VALUABLE TALENT. WE'LL TEACH YOU TO DEVELOP THAT TALENT OF YOURS IN YOUR SPARE TIME.

ALL I ASK IS A CHANCE!



LATER



NOW I'M A TRAINED PROFESSIONAL ARTIST. WELL-PAID, LOOKED UP TO, AND WITH A REAL FUTURE. AND LOOK AT MY MODEL! LISTEN - IF *YOU* LIKE TO DRAW, YOU SHOULD TAKE THE FREE ART TALENT TEST, TOO. *YOU CAN!* →



Find out if you have valuable art talent. Take the famous Free Talent Test. No charge. No obligation. MAIL COUPON TODAY!

**ART INSTRUCTION, INC.**

Studio 4944, 500 South 4th St.  
Minneapolis 15, Minn.

Please send me Free Art Talent Test.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_  
County \_\_\_\_\_ State \_\_\_\_\_  
Age \_\_\_\_\_ Phone \_\_\_\_\_  
Occupation \_\_\_\_\_

Reducing Specialist Says:  
**LOSE WEIGHT**

Where  
It  
Shows  
Most

**REDUCE**

MOST ANY  
PART OF  
THE  
BODY WITH

# ELECTRIC Spot Reducer

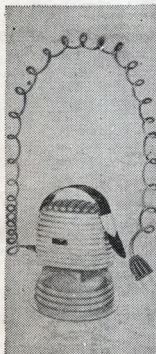
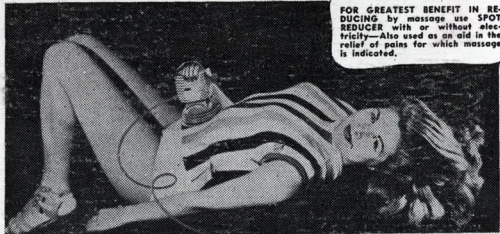
Relaxing · Soothing  
Penetrating Massage

PLUG IN  
GRASP  
HANDLE  
AND  
APPLY



UNDERWRITERS  
LABORATORY  
APPROVED

FOR GREATEST BENEFIT IN REDUCING by massage use SPOT REDUCER with or without electricity—Also used as an aid in the relief of pains for which massage is indicated.



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!

**L**IKE a magic wand, the "Spot 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 home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, buttocks, 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 aids in the relief of those types of aches and pains—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 ACES 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 ACES:**

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

**LOSE WEIGHT 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!**

**BODY MASSAGER Dept. B-505**

318 Market St., Newark, New Jersey

Please send me the Standard Model SPOT REDUCER for 10 days trial period. I enclose \$1.00, upon arrival I will pay postman only \$8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

☐ I enclose \$12.95. Send DeLux Model, postage pre-paid.  
Name.....  
Address.....  
City..... State.....  
☐ SAVE POSTAGE—check here if you enclose \$12.95 for DeLux Model. We pay all postage and handling charges. Same money back guarantee applies.  
☐ I enclose \$9.95. Send Standard Model.

**LOSE WEIGHT OR NO CHARGE**

MAIL THIS 10 DAY FREE TRIAL COUPON NOW!

HELLO, BOB-HAVE YOU FOUND  
THAT UNDERSEAS TREASURE?



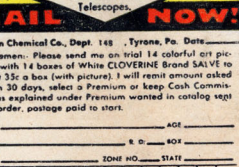
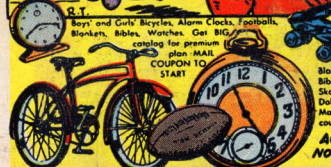
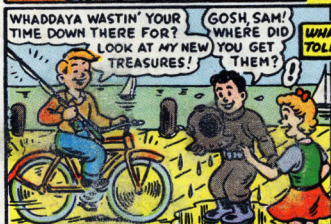
# GIVEN!

BOYS! GIRLS!  
LADIES!  
MEN!

WE GIVE YOU **CASH!** OR **PREMIUMS!**

LOOK! I'VE PONY!

Yes, siree, a real pony  
for your very own!  
See our BIG catalog for  
plan MAIL COUPON  
TO START



OUR 59<sup>th</sup> YEAR - WE ARE RELIABLE! MAIL

Wilson Chemical Co., Dept. 148, Tyrone, Pa. Date \_\_\_\_\_

Gentlemen: Please send me on trial 14 colorful art pictures with 14 boxes of White CLOVERINE Brand SALVE to sell at 35c a box (with picture). I will remit amount asked within 30 days, select a Premium or keep Cash Commission as explained under Premium wanted in catalog sent with order, postage paid to start.

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

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

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

PRINT LAST NAME HERE \_\_\_\_\_

Fast coupon on postal card or mail in envelope today