



Make Beautiful Hair

BLECCH

THERE ARE THREE BLECCH SHAMPOOS FOR THREE DIFFERENT HAIR CONDITIONS

Are you a teenage boy with Beautiful Hair? Well no wonder the girls hardly notice you. Today, you've got to be a teenage boy with Bleccch hair. Then the girls will scream with delight, roll on the floor and kick their feet when they see you. So why waste another minute? Shampoo your hair with Bleccch tonight. Bleccch comes in three special formulas:



- For dry hair—a special formula that takes neat crew-cut type hair and lays it down over your ears.
- For oily hair—loosens up that slick-combing stuff so it spills down over your eyes.
- For normal hair—gives it proper body so it mushrooms all over your head. Get the shampoo that's right for you, and make your hair "Bleccch"! Yeah! Yeah! Yeah!

"That's right, Operator! Long Distance— Person-to-Person to Arnold Finster—"

There goes crafty old
Arnold Finster—bilking
the Telephone Company
again by placing a
Long Distance
Person-to-Person
call to himself—
a free way to let
his family know
he arrived safely!



Maybe if we stopped spending millions of dollars for fancy ads like these to get folks to phone Long Distance... and lowered our rates instead, guys like Arnold Finster could afford to make legitimate Long Distance telephone calls!



BILKED TELEPHONE SYSTEM

*Calling yourself Person-to-Person is the
next best thing to calling Long Distance*

MOE LAHR, D.D.S.
32 ABCESS PLACE PLYMOUTH, WASH

FOR DENTAL SERVICES RENDERED

July 8
1 Filling ————— \$1 

July 15
1 Filling ————— \$1 

July 22
1 Filling ————— \$1 

July 29
Extraction ————— \$2 

adds up to ————— \$5 

PLEASE REMIT IMMEDIATELY

The best friend your dentist ever had

The candy that causes holes



... still only 5¢

The 60-second disappointment

It happens too often with a Parloraid Color Pack Camera! That's why we can't take a chance. We photograph these ads with a Nikon loaded with Ektachrome!



Photography by Irving Schild



INSTANT PHOTOGRAPHY BY LESTER KRAUSS

Why we always look angry in these ad? I tell you why! We work hard – 12, maybe 14 hour a day – grow finest coffee tree – pick ripest bean – lift heavy sack – carry to boat – sweat and strain – and for what? So big company can grind it into lousy instant coffee because American housewife too lazy to brew real coffee, and American husband too spineless to object! **SUCKA INSTANT COFFEE...** for “sucka” husband.





Photography by (hic) Leshter Kräuss 'n' "D.T.'s" by (hic) good ol' Bob Clar

After the most hair-raising adventure of my life, I took the pledge and swore off booze!

1 "They were all around me!" writes Sid Tippler, an ex-friend of Canadian Club. "I could see them so clearly—bats and mice and pink elephants and blue alligators and green snakes and a million cockroaches—all laughing, shrieking and dancing the cha-cha."



2 "I started my weekend as usual by hocking my trusty typewriter. That gave me all the loot I needed."



3 "Back in my room, I settled down to some serious boozing with the 4-day supply I'd bought."



4 "After my wild adventure, I rushed down to my local A.A. Chapter—and swore off!"

Do yourself a favor!
Take the pledge now—
today! Swear off . . .

Canadian Club

. . . or **Four Roses** or **Cutty Sark** or any other brand! They're all the same! Mainly, if you drink enough whiskey, you could end up like Sid Tippler—an Alcoholic with the "D.T.'s"!





PRESENTING THE BILL—reproduced here, is one of a series of original oil paintings, "Practising Medicine For Fun and Profit", commissioned by Park-David.

Great Moments in Medicine

Once the crisis has passed . . . once the patient has regained his strength . . . once the family is relieved and grateful . . . that's the time when the physician experiences one of the great moments in medicine. In fact, the *greatest moment* in medicine! Mainly, the moment when he presents his bill! That's the time when all of the years of training and study and work seem worthwhile. And there's always the chance that the shock might mean more business for him!

Park-David scientists are proud of their place in the history of practicing medicine for fun and profit, helping to provide doctors with the materials that mean higher fees and bigger incomes. For example, our latest development . . . tranquilizer-impregnated bill paper . . . designed to eliminate the shock and hysteria that comes when the patient gets a look at your bill. Not only will he remain calm when he sees what you've charged . . . now he won't even *care*!

COPYRIGHT 1969—PARK-DAVID & COMPANY, WITH THE BLESSINGS OF THE AMA

PARK-DAVID

...Pioneers in bigger medical bills



Photography by Irving Schild

If ever you're on the outskirts of Laredo,
Or any such town like that here in the West,
You'll see all the places we've planted young cowboys
Who died from those cigarette slugs in the chest!

Famous Marble-Row Funereal Black

WE HANDLE EVERYTHING
from headstones to our
famous "flip-top box"



YOU GET A PLOT YOU LIKE

Marble-Row
FUNERAL DIRECTORS
"A Complete Burial Service"

Send for this free catalogue today!