

Even in these days of perpetual inflation, when a manufacturer wants to tack a whopping price increase onto his product, he is still fearful of encountering buyer resistance. So he solves the problem by creating a gimmicky "improvement" to convince us that the same basic item we've always gotten is now a lot better than it used to be, and well worth the new price. You'll see what we mean with these typical ads featuring—

PRODUCT TO JUST

SWITCH BEFORE IT'S TOO LATE ...to the TISSUE BOX that opens Top and Bottom!



At some time in life, every cold sufferer has reached for a tissue to stifle a sneeze—only to come up empty handed because the tissue box was *upside down*! Well, you don't stay empty handed for long that way, not to mention the soggy damage to clothing and furniture!

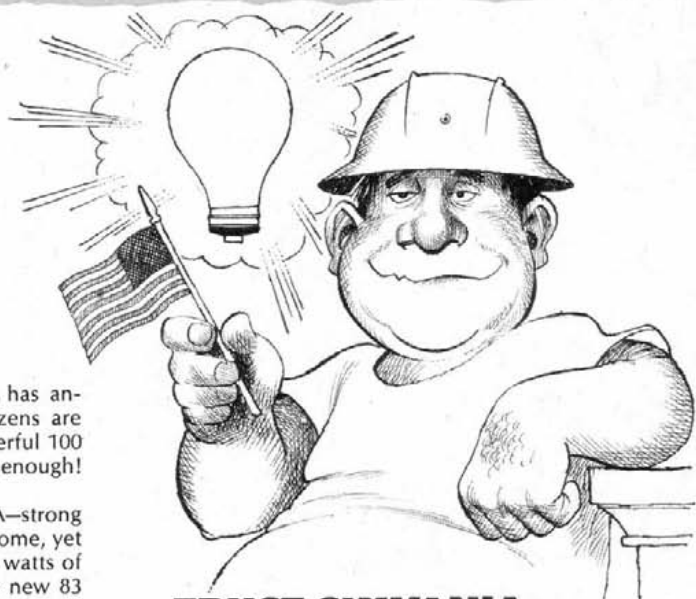
Now, thanks to scientific research in the Kleen-Up lab, you can say good-bye forever to soaked upholstery and moist, gummy knees! It's true! Kleen-Up has made the breakthrough of the decade in sneeze stain prevention by introducing the miracle tissue box that opens *Top and Bottom*! Priced at only \$1.29 for the Jumbo Hundred Size, the great new Kleen-Up box costs no more than the old style, 200 tissue pack!

KLEEN-UP
Your Nose Knows!

SLYVANIA INTRODUCES THE 83 WATT LIGHT BULB

Once again, in America's hour of peril, SLYVANIA has answered the call! Millions of normally patriotic citizens are forced to squander our vital resources by using powerful 100 watt bulbs because 75 watters simply aren't strong enough! Now, the space age solution is here!

It's the incredible new 83 watt *bulb* by SLYVANIA—strong enough to take that dismal 75 watt gloom off your home, yet weak enough to save you and our country from 100 watts of wasteful glare! Like all good things, the miraculous new 83 watt SLYVANIA naturally costs a few dimes more than the old fashioned sizes (which are now being discontinued). But let's not put a price on patriotism!



TRUST SLYVANIA
To Light Your Home Without Overdoing It...

"IMPROVEMENTS" IFY HIGHER PRICES

ARTIST: BOB CLARKE

WRITER: TOM KOCH

**SLOSHERINE IN THE NEW "ONE SHOT" BOTTLE
TAKES THE WORRY OUT OF GARGLING!**



**Lets You
Get RID
Of Germs
Instead Of
Swallowing
MORE!**

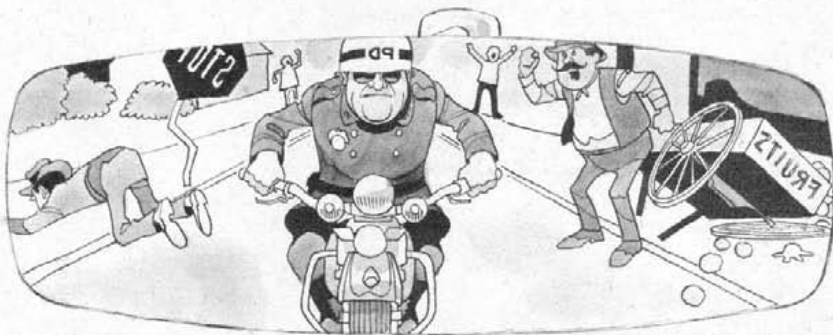
SLOSHERINE



Let's face it—you never know for sure what's going on in your bathroom when somebody else is using it! Maybe other members of the family or guests *do* pour SLOSHERINE Mouth Splash into a glass before they gargle. On the other hand, they may just guzzle it right out of the bottle, leaving lip and tongue germs and other yecch for

you to consume later. But now, SLOSHERINE has come up with a marvelous, new innovation—the *one ounce bottle*! Made to hold a sealed, individual serving that assures you of unpolluted gargle! Look for SLOSHERINE's handy "ONE-SHOT" container, available now in a six-pack that costs no more than the familiar 16 oz. bottle!

**ONLY THE
1975
GELDING
OFFERS YOU
A SELF-
ADJUSTING
REAR-VIEW
MIRROR!**



Your wife, children, and short parking lot attendants are forever tilting rearview mirrors to suit their *own* sub-normal height. But you may not notice how the changed angle cuts off *your* vision until the last split second when you urgently need to see what's behind you. By then, it's often *too late*!

This motoring hazard has become a thing of the past! Now, the self-adjusting rear view mirror that ends "blind behind" forever is *standard equipment* on both the 1975 Gelding and the luxurious new Gelding Altoona!

It's all automatic! As you adjust the driver's seat, the mirror mechanism estimates your height and turns itself to the proper angle. And it costs only a few dollars more than you'd expect to pay for a power lawn mower—which does *nothing at all* to increase your safe driving pleasure.

THE 1975 GELDING "The Car That Never Fails To Let You See Where You've Been"

WITH TARBORO'S NEW SEE-THRU PACK, YOU ALWAYS KNOW WHEN YOU'RE RUNNING LOW!



How many smokes do you think are left in that pack of ordinary cigarettes? Enough to head off a nicotine fit until more can be had? Or will you soon be climbing the walls when you find out *too late* that the package is empty? With most brands, you never know for sure when you're running out until you have run out!

But you need never experience that moment of agony again, thanks to Tarboro's new *see-thru pack*. Of course, any life saving innovation is bound to cost a little more money, but it won't cost you the nervous shakes that may await you if you fail to switch to Tarboro today!

At TARBORO, Your Health Is Our Chief Concern



Stop Ketchuping Hamburgers The Way Your Grandpa Did!

When the ketchup bottle was invented in 1891, many hailed it as proof that Yankee ingenuity had solved the last major problem plaguing mankind.

But in 1974, ketchup bottles that either clog and leave hamburgers dry, or suddenly cut loose and drench food—just aren't good enough for an America that has put a man on the moon!

Finally, the long search for a better means of ketchup-ing is over! The aerosol sauce can is here, chock full of hearty **Hindsight Ketchup**, ready to be sprayed on meat, vegetables, and desserts in the quantity *you* choose, not the *bottle*!

Economically priced at only a mere handful of pennies more than old fashioned bottle ketchup, it's still your *best food buy*!

HINDSIGHT KETCHUP

We Can What Others Can't

**AT
LAST!**

The Phosphorescent Bandage That Glows In The Dark!



How many times have you awakened in the middle of the night, wondering whether the adhesive bandage you placed over cuts and scratches before bedtime were still in place protecting you? Now, *Scrape-Aid's* miraculous new phosphorescent *Night Glo* coating enables every bandage on

your body to give off a reassuring glimmer in even the darkest rooms and closets. Offered now at the price of \$2.49 for a box of 12, they may seem a trifle more expensive than the bandages we used to make, but we think *your sleep* is well worth any price!

NIGHT GLO SCRAPE-AIDS Shining While They Heal to Let You Rest in Peace