

Health Awareness

Thinking Straight?

An OWLWorks Project
Presented by Michele Jackman

Thinking Straight?



**YOU'VE WON HIM—
NOW YOU MUST KEEP HIM...**

**Don't let COSMETIC SKIN
spoil your good looks!**

SO much of a woman's charm depends on keeping her skin clear—appealingly smooth. Yet many a woman without realizing it is actually spoiling her own looks.

When stale make-up is not properly removed, but allowed to choke the pores day after day, it causes unattractive Cosmetic Skin. Tiny blemishes appear—enlarged pores—blackheads, perhaps—warning signals of this modern complexion trouble.

**Cosmetics Harmless if
removed this way**

You needn't run this risk. Guard against Cosmetic Skin the Hollywood way! The lovely screen stars protect their million-dollar complexions with Lux Toilet Soap—the soap especially made to remove cosmetics thoroughly. Its ACTIVE lather sinks deep into the pores, carries swiftly away every

vestige of dust, dirt, stale powder and rouge.

Before you put on fresh make-up during the day—ALWAYS before you go to bed at night, give your skin this protecting, beautifying care. Exquisite smooth skin is a priceless treasure. Don't take chances!

ELISSA LANDI
PARAMOUNT STAR



ANY GIRL CAN HAVE A SMOOTH, REALLY LOVELY SKIN. YOU CAN USE COSMETICS AS MUCH AS YOU WISH IF YOU GUARD YOUR SKIN AS I DO—WITH GENTLE LUX TOILET SOAP

Thinking Straight?

To keep a slender figure
No one can deny...

Reach
for a
LUCKY
instead of a
sweet

**LUCKY
STRIKE**
"IT'S TOASTED"
CIGARETTES

"It's toasted"
No Throat Irritation - No Cough.

Thinking Straight?



COCAINE
TOOTHACHE DROPS
Instantaneous Cure!
PRICE 15 CENTS.
Prepared by the
LLOYD MANUFACTURING CO.
219 HUDSON AVE., ALBANY, N. Y.
For sale by all Druggists.
(Registered March 1885.) See other side.

Dr. Batty's



For Your Health
ASTHMA CIGARETTES
SINCE 1882
For the temporary relief of
paroxysms of asthma
EFFECTIVELY TREATS:
ASTHMA, HAY FEVER, FOUL BREATH
ALL DISEASES OF THE THROAT,
HEAD COLDS, CANKER SOURS
BRONCHIAL IRRITATIONS
NOT RECOMMENDED FOR CHILDREN UNDER 6.

Thinking Straight?

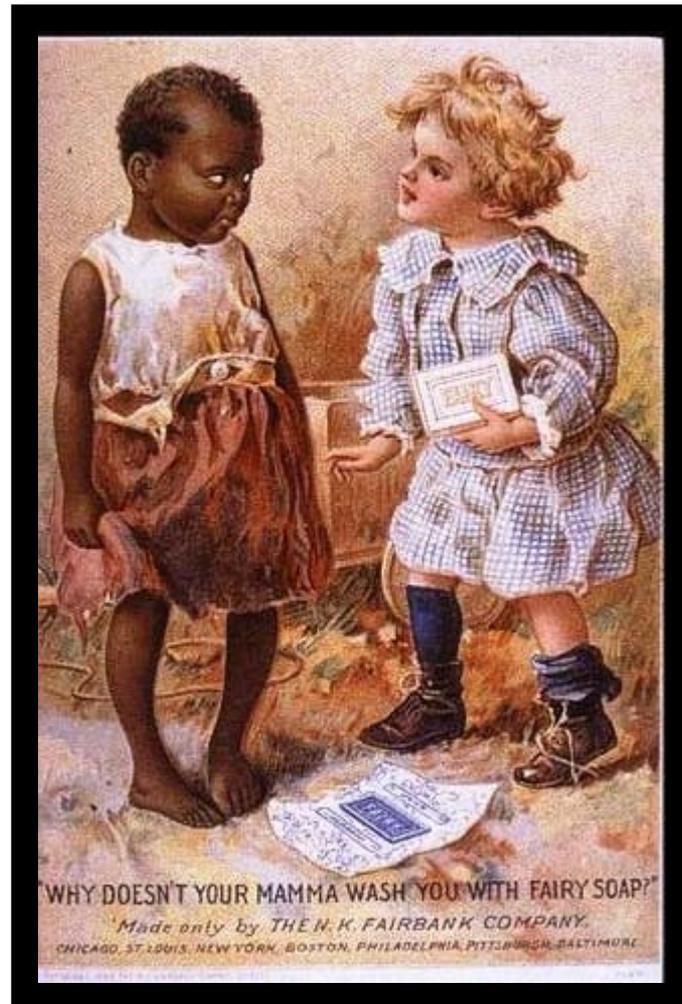
"SHHH! Mom's on The Warpath!"



Why ruin the evening, Mother?

Housework on hot days is bound to leave you tired and cross. To make evenings with your family the Best Part of the Day, try this pleasant treatment for "nerves." Every afternoon, get into the tub with a cake of New Ivory Soap.

Thinking Straight?



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*Come on
you sunners!*

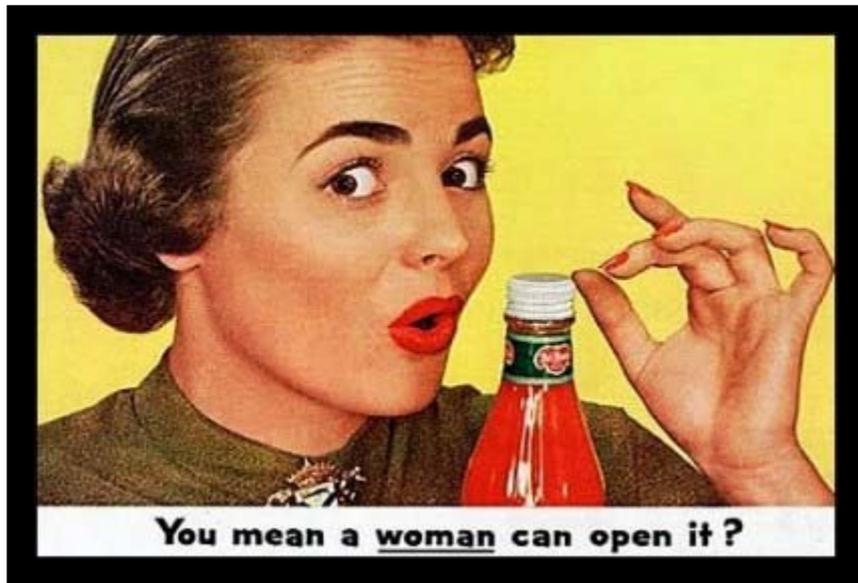
Make something of your day off, your vacation,
your leave... get a Jantzen and get out where
there's sun and water and joy and a chance to
relax from the job you're doing for the job you've
yet to do! The new Jantzen are all in your favor,
meaning they make you look wonderful, feel won-
derful, appreciate how wonderful you really are.
Jantzen... Jantzen and white price 9.95
Jantzen... all-wool Jantzen-tee-trunks 3.00

Jantzen
AMERICA'S SWIM SUIT

sallyedelsteincollage.com
JANTZEN SPORTING GILLS - PORTLAND OREGON - VANCOUVER CANADA

TO BE FREE TO ENJOY TOMORROW... BUY MORE BONDS TODAY!

Thinking Straight?



A vintage advertisement featuring a woman in a light-colored, form-fitting swimsuit posing elegantly. She is smiling and looking towards the camera. The advertisement includes a large speech bubble and several paragraphs of text.

**MEN
WOULDN'T
LOOK AT ME
WHEN I WAS
SKINNY**

but...

**Since I Gained 10 Pounds
This New, Easy Way
I Have All the Dates I Want**

NOW there's no need to be "skinny" and friendless, even if you never could gain an ounce before. Here's a new, easy treatment that is giving thousands attractive flesh—in just a few weeks!

Doctors for years have prescribed yeast to build up health. But now, with this new yeast discovery in little tablets, you can get far greater tonic results—regain health, and also put on pounds of firm flesh, enticing curves—and in a far shorter time.

Not only are thousands quickly gaining beauty-bringing pounds, but also clear skin, freedom from indigestion and constipation, new pep.

Concentrated 7 times

This amazing new product, Ironized Yeast, is made from specially cultured brewers' ale yeast imported from Europe—the richest yeast known—which by a new process is concentrated 7 times—made 7 times more powerful.

But that is not all! This super-rich yeast is ironized with 3 special kinds of iron which strengthen the blood, add energy.

Day after day, as you take Ironized Yeast tablets, watch flat chest develop, skinny limbs round out attractively. Skin clears to beauty, new health comes—you're an entirely new person.

Thinking Straight?

Give her a Hoover and you give her the best

Christmas morning
(and forever after)
she'll be happier
with a Hoover

P. S. to husbands:
No more about her hair, you know, so if you really care about her ... wouldn't it be a good idea to consider a Hoover for Christmas? Prices start at \$66.95. Model 29 (shown here) \$105.00. Low down payment, easy terms. See your Hoover dealer now.

THE HOOVER COMPANY
North Canton, Ohio

Thinking Straight?



NEW! DIAL-EZE 49¢

Protects Fingernails

RING ORBITS AS YOU DIAL

- MAKES DIALING EASIER
- ELIMINATES FRICTION
- DECORATES YOUR PHONE
- QUICK VISUAL REFERENCE

NYLON cushions

Pamper Your Dialing Finger!

for metal dial phones

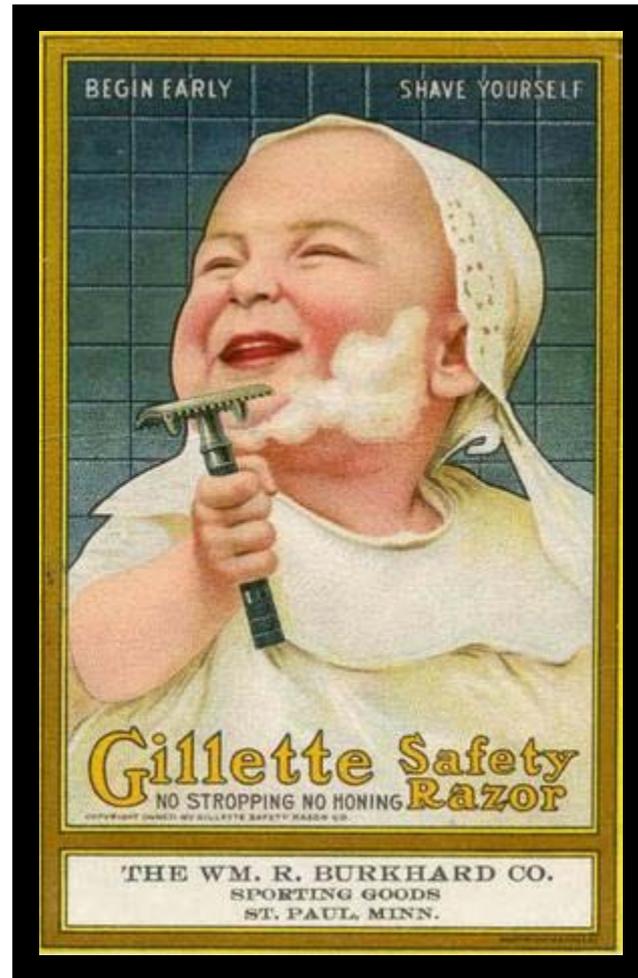
Pat. Pending

FOR HOME, OFFICE and SHOP
Snap DIAL-EZE revolving cushions
into all your metal dial telephones!

FRANKLINE COMPANY

217 ARENA STREET • EL SEGUNDO, CALIF.

Thinking Straight?



Thinking Straight?

RIGID
new "504" self-contained 1" to 2" pipe threader
october 1953

Sabrina
Baker products through
IMAGINATION

DEMONSTRATES
THE WORLD'S
FINEST
PROJECTION
EQUIPMENT
.... HER
BELL & HOWELL
HEADLINER
COLOUR SLIDE
PROJECTOR

BELL & HOWELL Headliner Slide Projector available at all leading Photographic Stores.
Rite Wholesale Distributor: Weston Millimeter Australia Pty. Limited.

PHOTO DIGEST, June, 1959

Thinking Straight?

For a better start in life
start **COLA** earlier!

How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

The Soda Pop Board of America
1515 W. Hart Ave. - Chicago, ILL.

- Promotes Active Lifestyle!
- Boosts Personality!
- Gives baby essential sugars!

Thinking Straight?

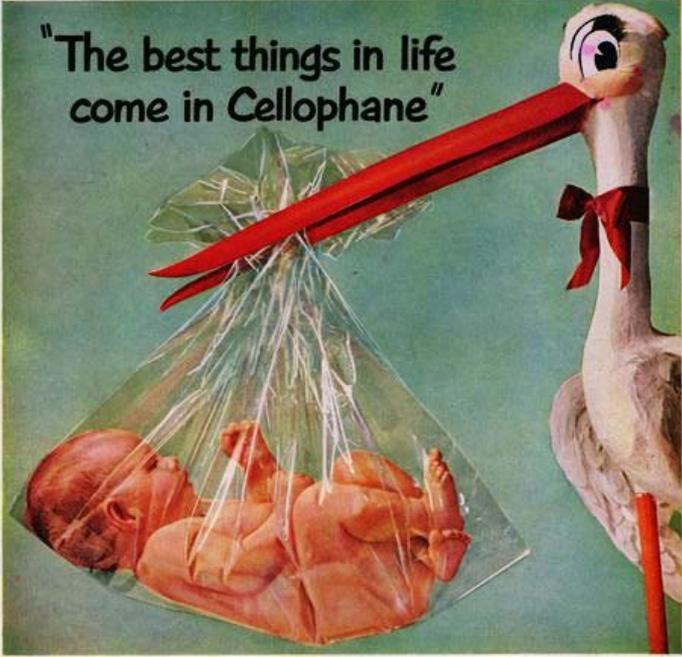
Coca-Cola was named back in 1885 for its two "medicinal" ingredients: extract of coca leaves and kola nuts. Just how much cocaine was originally in the formulation is hard to determine, but the drink undeniably contained *some* cocaine in its early days.



Thinking Straight?

THE SATURDAY EVENING POST

"The best things in life come in Cellophane"



Lane Bryant Maternity Corset
Provided in Free Maternity Book \$3.95 to \$12.50

"You SEE what you buy—no guesswork."

"Foods come fresh—stay fresh longer—less waste."

"...and things in Cellophane are clean and sanitary."

DU PONT Cellophane

DU PONT

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY
Look at "Cavalcade of America" on Television

The SAFE Maternity Corset



YOU—as an expectant mother—really should wear a corset. You cannot go without one. But the regular type of corset won't do. It is dangerous both to you and your baby. It exerts a cruel downward pressure on the abdomen, and not only accentuates the maternity appearance, but, embarrassingly, distorts the figure.

Wear a maternity corset—one that is specially designed and approved by physicians to help you through this critical period.

Conceals Condition

The Lane Bryant Maternity Corset is the SAFE maternity corset. It supports both the abdomen and back; it relieves aching muscles; and, by harmonizing the figure, it conceals the maternity condition.

Lane Bryant is the oldest house in the world specializing in maternity wear. Lane Bryant knows by twenty years' experience just what corset you should wear, and more than a million women gratefully acknowledge the support and comfort of Lane Bryant Maternity Corset. Read what one woman says:

"Childbirth Almost Painless"

Says Mrs. L. H. Gilles of 3323 Charlotte St., Kansas City, Mo.

"I couldn't begin to tell how much my Lane Bryant Maternity Corset has done for me.

"For several months before my first baby came, I did not wear a corset at all. I stayed home the last three months, till I was a nervous wreck, and the baby that came has given me a boy who is nervous and not a bit smart in his disposition.

"But my last baby is all smiles and sunshine. Before he was born I wore my Lane Bryant corset from the third month till the very day of confinement. My baby weighed over ten pounds, yet his birth was absolutely painless. My neighbors say they never saw such a good natural baby.

"I attribute much of this to a good maternity corset that is my comfort and my appearance. I cannot overpraise the Lane Bryant Maternity Corset. My doctor gives it a better without reservation.

Begin right. Send today for the Style Book pictured below. It pictures and describes this corset and other apparel for Expectant Mothers. Free. Write today.

Style Book Free

Sent FREE—this beautiful 76-page Style Book, "Stylish Apparel for Expectant Mothers". Pictures the Lane Bryant Maternity Corset and other maternity apparel of every kind. The very latest styles—the same pretty clothes that other women are wearing, but cleverly designed to conceal condition.

The Styles Include—

Maternity dresses, "with no maternity look" Full size coats with form-retaining lines Adjustable elasticized slacks, "like" or rag Suits Maternity nightgowns, open all-way down-front full adjusting petticoats, well-fitted drawers, The Lane Bryant Maternity Corset, pictured above Also abundant supplies for late of confinement and complete layette for the coming baby.

This big, beautiful Style Book will be sent to you absolutely free. Shipped in a plain envelope. A postcard will bring it. Address Dept. 11. Write for your book today.

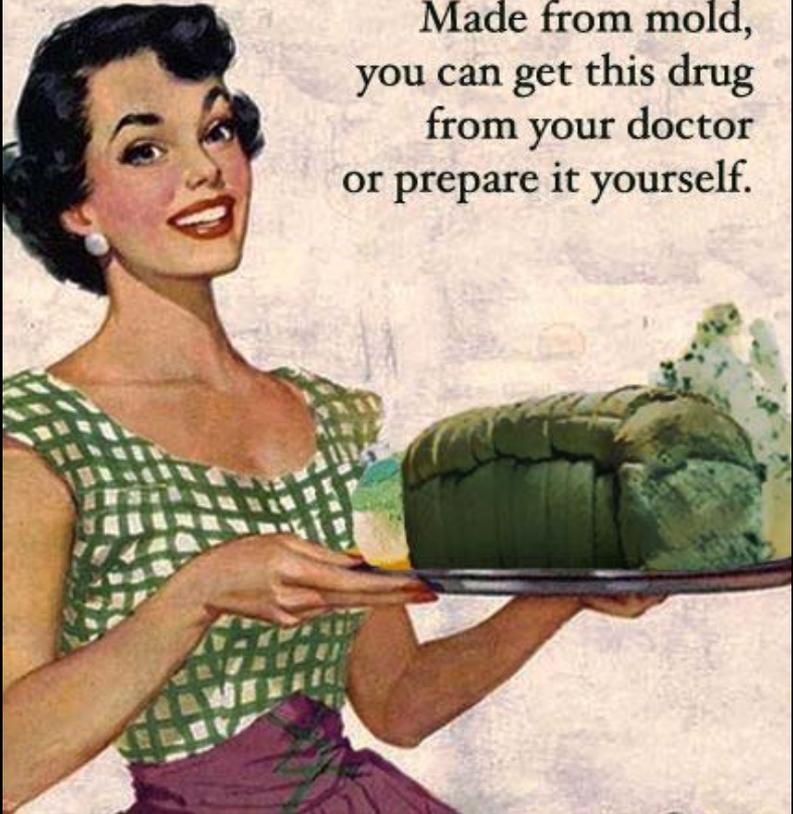


Lane Bryant
Address Dept. 11
38th St. at 5th Ave. NEW YORK

Thinking Straight?

TRY PENICILLIN

Made from mold,
you can get this drug
from your doctor
or prepare it yourself.

A vintage advertisement for Penicillin. The top half features the headline "TRY PENICILLIN" in a bold, black, serif font. Below the headline, a block of text reads: "Made from mold, you can get this drug from your doctor or prepare it yourself." The bottom half of the advertisement is a color illustration of a woman with dark, wavy hair, wearing a green and white checkered sleeveless top and a purple skirt. She is smiling and holding a large, rectangular, green mold cake on a silver platter. The background is a light, textured grey.

Thinking Straight?

POPULAR MECHANICS ADVERTISING SECTION

63

New Kind of Hat Worn 10 Minutes a Day Grows Hair in 30 Days —or No Cost

No matter how thin your hair may be, this remarkable new scientific invention is absolutely guaranteed to give you a brand new growth of hair in 30 days—or it costs you nothing. Don't send a cent. Just mail coupon below.

By **ALOIS MERKE**

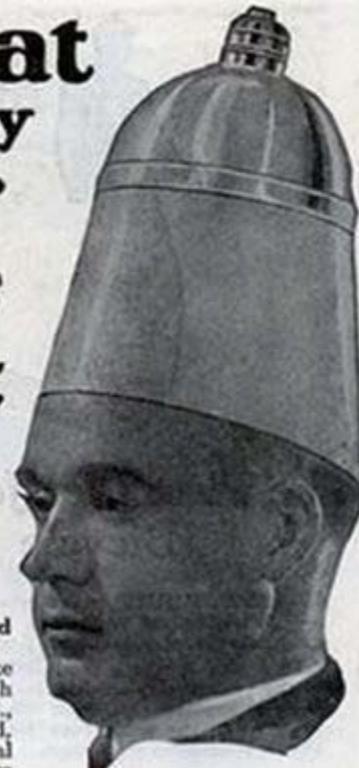
Founder of Famous Merke Institute, Fifth Ave., N. Y.

I HAVE perfected a new invention that I absolutely guarantee will give you a new head of hair in only 30 days—or the trial costs you nothing.

This new invention—the result of an experience gained in treating thousands of cases of baldness—is in the form of a new kind of hat. It is worn on the head just 10 minutes a day. No unnecessary fuss of combing, but put the hat on your head. Wear it

**No Risk of
Any Kind**

At the Merke Institute, Fifth Avenue, N. Y., which I founded, stage and social celebrities have



Thinking Straight?

The Pall Mall brand was introduced in 1899 by the Black Butler Company (UK) in an attempt to cater to the upper class with the first "premium" cigarette. It is named after Pall Mall, a well-known street in London.

Guard Against Throat-Scratch
enjoy the smooth smoking of fine tobaccos

...smoke **PALL MALL**
the cigarette whose mildness
you can measure

Study This Puff Chart:
PUFF BY PUFF... YOU'RE ALWAYS AHEAD WITH PALL MALL

1
The further your cigarette filters the smoke through fine tobaccos, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.

2
Again after 5 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's traditionally fine tobaccos is filtered further. Moreover, after 10 puffs of each cigarette...

3
... or 17 puffs, Pall Mall's greater length of fine tobaccos still travels the smoke further—filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Wherever you go today, you will see more and more people smoking PALL MALL—the cigarette whose mildness you can measure.

Outstanding
...and they are mild!

Merry Christmas
PALL MALL
PALL MALL
PALL MALL

P.S. LET A CARTON OF PALL MALLS SAY "MERRY CHRISTMAS" FOR YOU

jonwilliamson.com

Thinking Straight?

