

Vintage Ads

**THE Ideal Brain Tonic**  
 Delightful Summer and Winter Beverage.

Specific for HEADACHE, Relieves MENTAL & PHYSICAL EXHAUSTION.

**Coca-Cola**

DRINK FRENCH **WINE COCA** RELIEVES EXHAUSTION  
 CURES HEADACHE. THE WORLDS GREATEST NERVE TONIC  
 RELIEVES BOTH, BODY AND BRAIN.  
 WINE COCA CO. ATLANTA, GA.

GOOD FOR ONE GLASS OF FRENCH **WINE COCA**  
 FREE OF CHARGE AT ANY SODA FOUNTAIN.  
 DISPENSING WINE COCA.

SAY... THIS POSTUM IS WONDERFUL! IT'S THE MOST DELICIOUS DRINK I'VE TASTED IN A LONG TIME!

I HOPE GEORGE TURNS OUT TO BE AS GOOD A HUSBAND AS HE IS A PILOT!

HE WILL... HE'S BEEN JUST MARVELOUS SINCE HE SWITCHED TO POSTUM!

TAKE A TIP FROM ME... IF YOU'VE GOT COFFEE-NERVES... SWITCH TO POSTUM! THERE'S A REASON!

**M**ANY PEOPLE can drink coffee without any ill effects. But many others—and all children—should never drink it. So if you're nervous or irritable, if you can't sleep, or if you have nervous indigestion—and you think coffee-nerves may be responsible—by all means switch to Postum. For Postum simply can't fray your nerves—it contains no caffeine or stimulant of any kind. And Postum is delicious! Lift a steaming cup to your lips. You'll notice it has a distinctive, full-bodied flavor all its own—a cheering, satisfying goodness that has made it the favorite drink in millions of American homes. So if coffee upsets you, drink Postum, instead. And then—even in two short weeks—see if your nerves aren't steadier. See if you don't feel brighter and happier—thanks to switching to Postum.

Postum comes in two forms: Postum, made as you make coffee; and Instant Postum, made instantly in the cup. Economical, too—costs less than 1/2¢ a cup. A General Foods Product.

Copyright, 1949, General Foods Corp.

# Steady NERVES

HELLO! MARY  
WHAT TIME WILL —  
SAY WHAT'S THAT NOISE  
HOW CAN YOU STAND IT?



OH! THATS THE  
CHILDREN PLAYING —  
SINCE I HAVE BEEN  
TAKING NERVINE  
NOTHING BOTHERS ME



When you are rest-  
less, sleepless,  
nervous, try

**Dr. Miles Nervine**  
Your money back if  
it fails to relieve  
you. At your drug  
store. Small package  
25 cents. Large pack-  
age \$1.00.

**DR. MILES' NERVINE**

LIQUID AND  
EFFERVESCENT TABLETS



Three Fluid Ounces

**Tanero**

## COMPLETE COLD TREATMENT

ALCOHOL - 10 per cent.  
CANNABIS-AMERICAN  
2 1/2 gr

CHLOROFORM - 4 m  
in each fluidounce combined with  
Lobelia, Balsam Tolu, Tartar  
Emetic and Ammonium Chloride.

This Package contains two  
separate preparations to be  
used conjointly for the treat-  
ment of colds accompanied  
by cough.

The tablets act upon the  
system to remove congestion  
and "break" the cold.

The Syrup is a reliable ex-  
pectorant, giving prompt re-  
lief of cough in Colds and  
Bronchitis.

Full Directions Inside

DISTRIBUTED BY  
**Tanero Drug Co.**  
NEW YORK

Three Fluid Ounces

## Cold Treatment Cough Syrup

ALCOHOL - 10 per cent.  
CANNABIS - 2 1/2 gr  
CHLOROFORM - 4 m

in each fluid ounce combined with  
Lobelia, Balsam Tolu, Tartar Emetic  
and Ammonium Chloride.

A reliable expectorant, giving  
prompt relief of cough in Colds  
and Bronchitis. It has a soothing  
action upon the inflamed  
membranes of the lungs and  
stimulates expectoration.

Directions: One or two teaspoon-  
fuls every 2 or 3 hours, for adults.  
Children over twelve 1/2 teaspoon-  
fuls over five, 10 to 20 drops. Infants,  
5 to 12 drops.

Distributed by  
**TANERO DRUG CO.**  
NEW YORK



## Some Can And Some Cannot Drink Coffee Without Dangerous Results

But if you intend to win out in life you will need a clearer head and steadier nerves than the coffee drinker usually has.

Coffee contains caffeine, a subtle, poisonous drug, and its use as a daily routine beverage causes more or less disturbance of nerves, heart, stomach, liver or some other organ. This may not show for a time, but the coffee drug, caffeine (about 2½ grains to the cup) is a cumulative poison and, for most persons, a day of reckoning will surely come.

But why wait until Nature drives home her arguments against coffee? Try this easy test—quit coffee 10 days and try **POSTUM**.

After a few days the habit-forming drug, caffeine, will be eliminated from the system, and the gradual return to old-time comfort will be the best evidence that coffee was "getting you."

There's no headache or pain of any kind in Postum. It is a pure food-drink, made only of choice wheat and a little New Orleans molasses, and is absolutely free from caffeine or any other drug.

Postum now comes in two forms.

**Regular Postum**—must be well boiled to bring out its delicious flavour and food value.

**Instant Postum**—(the new form) is a soluble powder. A spoonful stirred in a cup of hot water, with sugar and cream added, makes a perfect cup, **instantly**.

The person who has to hither with coffee-aches and pains is badly handicapped, but it's easy to shift to

# POSTUM

And the change works wonders.

"There's a Reason"

## "...Just how do you land a Marine?"



**Janet:** Listen, blonde and beautiful, I've got my eye on a Marine that I could go for . . . but he acts as if I didn't exist! I wish I knew how to nab him, Elsie.

**Elsie:** Use strategy, Janet! Leathernecks might halt for a pretty face—but they go "all out" for *charm*! You could have charm galore—but—

**What's happened to me?**

# I'M AFRAID!



**Don't let Change-of-Life torture you with fear!**

Those nervous clammy sweats—those suffocating "heat waves"—that restless irritability often strike terror to a woman's heart—yet needn't.

Countless women have found you no longer have to feel miserable, sickly, old, before your time from the awful hot flushes, weakness, nervousness. They have found welcome relief with Lydia E. Pinkham Compound.

In doctors' tests woman after woman reported wonderful relief—hot flashes quickly subsided, irritability, nervousness calmed—all this without expensive "shots."

So, don't suffer one more unnecessary minute during the trying years of change of life. Get gentle Lydia E. Pinkham Vegetable Compound today.

The gentle medicine with the gentle name **LYDIA E. PINKHAM**

## OVER-WROUGHT NERVES OF WOMEN

Extracts From Letters Received by Mrs. Pinkham

"I am so nervous and wretched." "I feel as if I should fly." How familiar these expressions are. Little things annoy you and make you irritable.

You can't sleep, you are unable to lift ordinary burdens, and are subject to dizziness.

That bearing-down sensation helps to make you feel miserable.

You have backache and pains low down in the side, pain in the top of head, later on at base of the brain.

Such a condition points unerringly to serious trouble.

If you had written to Mrs. Pinkham when you first experienced impaired vitality, you would have been spared these hours of awful suffering.

Happiness will be gone out of your life forever, my sister, unless you act promptly. Procure Lydia E. Pinkham's Vegetable Compound at once, and begin its use, then write to Mrs. Pinkham, at Lynn, Mass., if there is anything about your case you do not understand.

You need not be afraid to tell her the things you could not explain to the doctor; your letter is seen only by women and is absolutely confidential. Mrs.

Pinkham's vast experience with such troubles enables her to tell you just what is best for you, and she will charge you nothing for her advice.

Mrs. JENNIE BIERLY, Youngdale, Pa., writes:

"DEAR MRS. PINKHAM:—Will you kindly allow me the pleasure of expressing my gratitude for the wonderful relief I have experienced by taking your Vegetable Compound. I suffered for a long time with nervous prostration, backache, headache, loss of appetite, a heavy feeling, also burning pains in the groins. I could not sleep, was tired all the time, had no ambition. Life was a burden to me. The pains I suffered at times were something dreadful. I thought there was no cure for it. I saw your advertisement in the paper, and my husband advised me to try your medicine. I took five bottles, and now I am well and happy. Your medicine saved my life."

**A Million Women Have Been Benefitted by Mrs. Pinkham's Advice and Medicine**



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



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

### 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.



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It's the  
 ultimate  
 thirst quencher.  
 That's why  
 it's everywhere.  
 Because the  
 world is  
 thirsty.

## Why we have the youngest customers in the business

The young ones in 11 months old - and beyond - our youngest customer to ever thirst.

The 7up is as pure as wilderness, uncorrupted, pure like Mother and her good child is. Think of the look of a 7up bottle. Sure that all are aggressive in taste. That isn't required of soft drinks, you know - but we're proud to do it and we think you'll agree that we do.

So there you, with your little one, will find it. If they like to be treated to drink, then sure, get them 7up. It's the only soft drink you'll ever get. The 7up gets into the bottle. It's a soft drink, not a soft drink - and it's better than 7up and every other. It's the 7up. It's the 7up!

*Nothing does it like Seven-Up!*

I'M SENDING CHESTERFIELDS to all my friends.  
That's the merriest Christmas any smoker can have —  
Chesterfield mildness plus no unpleasant after-taste

*Ronald Reagan*

with RONALD REAGAN  
starring in "MADAM KNOWS" a Play  
National Dramatic Productions  
Cater by Saks Fifth Avenue

**CHESTERFIELD** Buy the beautiful Christmas-card carton

**SO THE HARDER A WIFE WORKS, THE CUTER SHE LOOKS!**


GOSH, HONEY, YOU SEEM TO THRIVE ON COOKING, CLEANING AND DUSTING — AND I'M ALL TUCKERED OUT BY CLOSING TIME. WHAT'S THE ANSWER?

VITAMINS, DARLING! I ALWAYS GET MY VITAMINS

**Kellogg's PEP**

**Vitamins for pep! PEP for vitamins!\***





**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.

# How Mother and Baby "Picked Up"

A case of Blatz Beer in your home means much to the young mother, and obviously baby participates in its benefits.

The malt in the beer supplies nourishing qualities that are essential at this time and the hops act as an appetizing, stimulating tonic.



Main 2400



# BLATZ

MILWAUKEE

Always the same good old *Blatz*

BEGIN EARLY SHAVE YOURSELF

**Gillette Safety Razor**  
NO STROPPING NO HONING

THE WM. R. BURKHARD CO.  
SPORTING GOODS  
ST. PAUL, MINN.

A GIFT OF PLEASURE  
By spirit—the spirit of Christmas—  
is spread in the land. A gift that expresses  
that spirit, and brings pleasure to every  
one, both great and small, in every land.  
With a gift, my friends, be LUCKY STRIKE.

*Santa Claus*

POPULAR SCIENCE MONTHLY 13

# 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.

**THEY'RE HAPPY**  
Because they eat  
**LARD**



Issued by the Lard Information Council

# Radium Is Restoring *HEALTH* to Thousands



No medicine or drugs. Just a light, small, comfortable inexpensive Radio-Active Pad, worn on the back by day and over the stomach at night. Sold on trial. You can be sure it is helping you before you buy it. Over 150,000 sold on this plan. Thousands have written us that it healed them of Neuritis, Rheumatism, High Blood Pressure, Constipation, Nervous Prostration, Asthma and other respiratory disorders, Heart, Liver, Kidney and Bladder trouble, etc. No matter what you have tried, or what your trouble may be, try Deggen's Radio-Active Solar Pad at our risk. Write today for Trial offer and descriptive literature.

**RADIUM APPLIANCE CO.**

(Established 1916)

2103 Bradbury Building Los Angeles, Calif.

*Le Rouge à Lèvres sain*

**Rouge à Lèvres**  
**THO-RADIA**

ORANGÉ . FEU . VIF . MOYEN . FONCÉ.

ÉTUI COMPLET : 16' - RECHARGE : 8'

**EN PHARMACIE SEULEMENT**

A 'Nip' before the 'Dip'!

**Genuine POT STILL**

# DRINK

## SEE TESTIMONIALS

Over 100,000 people now drinking Radio-Active water from Revigators in Texas. Write or phone any of them—ask them about results they have obtained.



## The REVIGATOR

—is the most Remarkable Invention of the Day. WHY?—Because of what it does for Humanity.

## Radio-Active Water From the Revigator

Government tests show Revigator equally radio-active to the greatest Health Springs in the country

### YOUR HEALTH IS YOUR WEALTH

HERE ARE JUST A FEW NAMES OF THE MANY THOUSANDS OF SATISFIED USERS

T. A. LOVELESS, 214 West Eighth Street, Fort Worth, Texas.

CLAY FRANCIS, Waco, Texas.

W. T. FLODRIDGE, Sugarland Industries, Sugarland, Texas.

JUDGE J. M. MATTHEWS, Harlingen, Texas.

T. M. ESTERLINE, 1247 Sherman Avenue, Dallas, Texas.

JOHN M. MATTHEWS, SR., Attorney, 200 Houston Ave., Houston, Texas.

MRS. F. A. BUCKLEW, 5638 Wells Avenue, Dallas, Texas.

DR. H. W. STRAUSS, 1310 Main Street, Houston, Texas.

DR. GENEVIEVE LAUGHLIN, 2108 Live Oak Street, Dallas, Texas.

DR. J. E. KING, 1714 Hawthorn Street, Houston, Texas.

KENNETH W. MAYE, D. D. S., 3124 Main Street, Houston, Texas.

L. J. FLEMING, 318 Central Trust Building, San Antonio, Texas.

R. W. CROWDER, 2307 Ninth Street, Lubbock, Texas.

H. NEVELSON, 2120 C Street, Galveston, Texas.

J. W. SIMS, 310 Peach Street, Abilene, Texas.

MISS OPAL TEPE, Canadian, Texas.

MRS. W. F. HOLLAND, Miami, Texas.

SAM HINKLE, Dallas, Texas.

J. S. CAMERON, Ponsburg, Okla.

LEE MURPHY, Ocala, Fla.

J. L. McCARTY, Bridge, Texas.

J. J. LAMON, Ruled, Texas.

J. H. McDONALD, Cisco, Texas.

G. T. SHATTUCK, 112 West Austin, Marshall, Texas.

### A TRULY REMARKABLE INVENTION



Just fill the Revigator at night. The water remains in contact with the radium ore, waits 12 hours. By morning the water has returned to that healthful state found only in genuinely fresh water right at the springs. It is flavorless and odorless and is either a medicine or a drug. Just that restored element of freshness generated by the tiny explosions that occur when the radium rays strike the water. This water gives such health and vigor that science calls it "the vitamin element of water." You have never tasted water so soft and palatable, except at genuine radio-active health springs.

PRONOUNCED RE-VIG-A-TOR



*"Your Most Highly Prized Possession: Good Health"*



## Is it always illegal TO KILL A WOMAN?

FOR SIX MONTHS I bend the ears of the home office to get a postage meter. I win . . . Then the only good, fast, dependable, honest-to-Gregg stenographer I got, this redhead Morrissey—balks at a postage meter!

"I have no mechanical aptitude. Machines mix me up, kind of," she says. As if we asked her to fly a P-50. I almost blow my top.

This postage meter, I explain, is modern, more efficient, a time saver . . . No more adhesive stamps. No stamp box, and who's got the key? No running out of the stamps you need. No scrounging. No stamp sticking. Just set the lever for any kind of stamp you want, for any kind of mail, and the meter prints the stamp right on the envelope with a dated postmark—and it seals the flap at the same time. Faster than mailing by hand. Prints stamps on tape for parcel post. Will handle anything we have to mail out of this office. Even keeps its own records!

And metered mail doesn't have to be postmarked and cancelled in the postoffice, gets going earlier. It is practically heaven's gift to the working girl . . . and so on. But with the Morrissey, no soap.

I TRY diplomacy. "Miss Morrissey, I want you person'ly to try it for two weeks. If you don't like it then—back it goes to the factory! I depend on your judgment implicitly. Okay?" . . . She acts like an early Christian about to be lunch for a lion, but gives in.

So help me—two weeks later she has a big pink bow on the handle of the postage meter—like it was an orchid or something. I give it the gape.

"Kinda cute, ain't it," says Miss Morrissey. "But a very efficient machine, Mr. Jones. Now the mail is out early enough so I get to the girls' room in time to hear all of the dirt" . . . I wonder is it always illegal to kill a woman!

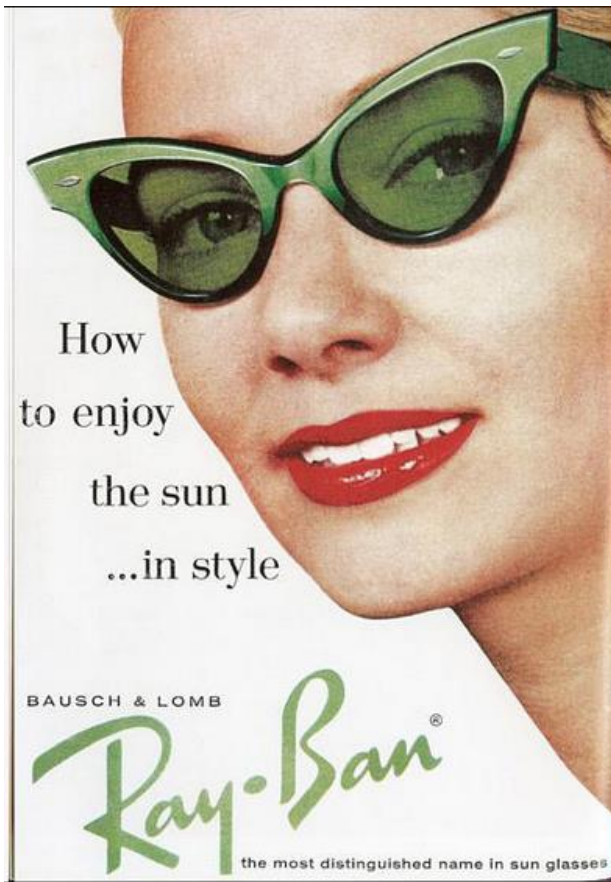
WE ARE always learning some new advantages of the postage meter. If you'd like to learn what one could do for your office, call the nearest Pitney-Bowes office. Or write for an illustrated booklet.



### PITNEY-BOWES Postage Meter



PITNEY-BOWES, Inc., 1125 Pacific Street, Stamford, Conn. Originators of Metered Mail. Largest makers of mailing machines. Branches in 63 cities in the United States and Canada



How  
to enjoy  
the sun  
...in style

BAUSCH & LOMB

**Ray-Ban®**

the most distinguished name in sun glasses



M.A. TAYLOR

HAT EMPORIUM  
FINE HATS  
FOR LADIES & GENTS  
102 MAIN ST.  
CLEMWOOD, IOWA  
TEL. 23



HE'S AN  
AWFUL CRAB

HE USED TO BE  
A PRINCE

**I**F YOU are always calm and collected, never feel jumpy and irritable, never lie awake nights, skip this page. If tense nerves make you Irritable and Disagreeable, Restless and Excitable, rob you of Sleep, give you a Headache, you should know about DR. MILES NERVINE.

Dr. Miles Nervine is a well balanced combination of ingredients long recognized as among the safest of effective medicines to quiet the nerves.

The formula was originated by a pioneer nerve specialist. The preparation is made under the supervision of competent chemists in our modern up to date laboratory.

Before you let over-wrought nerves rob you of friends, sleep, enjoyment or success, try DR. MILES NERVINE.

You can get Dr. Miles Nervine, either liquid or effervescent tablets, at your drug store.

**DR. MILES NERVINE**



**OH! HOW BAD I FEEL.**



**USE DR. WILBOR'S  
COD-LIVER OIL & PHOSPHATES**

I didn't, but took those cheap and rancid mixtures recommended as being as good as WILBOR'S, by **MERCENARY DRUGGISTS**, because they make five cents more a bottle on them.  
**Manufactured only by DR. ALEX. WILBOR, Chemist, Boston, Mass. Sold by Druggists**

**HOW HAPPY AM I!**



**I USED WILBOR'S  
PURE COD-LIVER OIL & PHOSPHATES**

**ALMOST AS PLEASANT AS CREAM.**  
It cures Consumption, Coughs, Colds, Asthma, Bronchitis, Wasting Diseases and Scrofulous Humors. Be sure, as you value your health, and get the genuine.



VERSATILE

DEPENDABLE  
COMPATIBLE

(MAYBE EVEN SEXY)

CALL IT  
WHAT YOU WANT...

We call it a **PENRIL MODEM!**

Penril's modems are all performers — with a family ranging from teletype (Bell 101C) modems and single card LSI 1200 BPS (Bell 202C) modems up to our adaptively equalized 4800 BPS models.

Penril

Data Communications, Inc.

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We'll be on display at Booth 2028 at FICC in Las Vegas.



THIS IS A COMPUTER?

YOU BET YOUR SWEET TELEX OPERATOR IT IS!

Beneath that Texas keyboard is a full featured 16-bit word length digital computer with the most powerful I/O structure available today. It's the DATACOMP 404.

Hardware: decimal arithmetic, including multiple and divide with automatic scaling, atomizes binary/decimal conversion. On I/O automatic for making eliminates expensive editing software.

Word length operating modes that are built into the 404's hardware can be programmed for 16, 32, 48, or 64 bits, along with multi precision modes.

Screen addressing modes, including double index and relative hardware, streamline the most complicated routines and permit you to relocate object programs.

The 404 executive hardware tone shares its own terminals while acting as the INTELLIGENT TERMINAL in a time shared network.

If you're an OEM and you're thinking of hardware, a binary bit switcher to solve decimal problems. Take us before you make a bad mistake. The 404 starts at \$6900.

DG

DATACOMP

DATA COMMUNICATIONS, INC.

404 Jumpers Serra Drive, San Gabriel, California 91776  
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ENTER 116 ON READER CARD

For 1940 —  
**Be Fit & Slim**

Every woman wants to look better, to feel better in the year ahead. Slenderness is the way to health, beauty and fitness. A couple of Bile Beans taken nightly enables you to 'slim while you sleep'—surely and safely.

These fine vegetable pills do more than disperse unwanted fat—they purify and enrich the blood, tone up the entire system and make you feel better in health in every way.

So start with Bile Beans to-night and make sure of looking and feeling your best in 1940.



*By Taking*

**BILE BEANS**

ARE EVERYWHERE

BRAND PILLS

