



1926



1959

*You ain't seen nothin' yet*

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 New Year's Day
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17 Martin Luther King Day	18	19	20	21	22
23	24	25	26	27	28	29
30	31					





JEANNE CRAIG starring in BARRY F. ZANDUCK's Production of "MIKE", 1969. General for Production

## FOR THE LOVE OF MIKE!

When the Starlet called at Jeanne Craig's Hollywood home, they had to call the Painter as well as the Doctor.

A big surprise package wrapped in blue ribbon instead of pink—that's what Jeanne Craig's baby, Mike, turned out to be.

"I ordered a girl!" Jeanne told Mike. "I'll have to change the nursery from a toy chest to a blue room first thing!"

"I thought the dolls for teddy bears. Change the name on that little bank account we started for you."

"That there's one thing I won't have to change—whether your name is Michael or Michele. It's a brand new site in this case to comfort and soothe you, Mike. Now, watch . . ."




**Jergens Lotion**  
HOLLYWOOD STARS PREFER JERGENS LOTION 7 TO 8 (THEIR BABIES LOVE IT, TOO)

1949



## For the love of Mike, make sure your patio doors have PPG Safety Glass.

Look for the name PPG Hercules® K Safety Glass on your patio doors or those that you intend to buy. They will take more bumps than other ordinary glass into large dangerous pieces as shown above. PPG Hercules® K won't shatter, it simply crumbles into small granular fragments. These long jagged edges will never threaten your child.

That's just one reason why today most patio-door manufacturers use tempered safety glass.

Sure, you can still own patio doors without safety glass. But, for the love of Mike, why? Buy where you see the red, white and blue shield of safety or the name PPG Hercules® K.

It's your extra assurance that we think Mike's worth the few dollars more. See PPG Industries, One Gateway Center, Pittsburgh, Pa. 15222.


PPG is Chemicals, Minerals, Fiber Glass, Plastics and Glass. So far.



1969

## Holy Cow: Mike's Back

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
Palm Sunday		Passover Begins			Good Friday	
24	25	26	27	28	29	30
Easter						



*Modern Mothers*  
keep precious baby's skin cool and sweet with  
**Johnson's Baby Powder**

*Soothing . . . Cooling . . . Healing . . . Safe*

**Johnson's Baby Powder**

MADE IN THE U.S.A. . . . CONTAINS NO STARCH OR OTHER FOREIGN MATTER . . . MADE BY THE FINEST METHOD . . . RESISTANT TO THE HEAVIEST OF HUMIDITY AND DRYNESS

Mother: For additional and complete information to the use of Johnson's Baby Powder, please refer to the leaflet, "How to Use Johnson's Baby Powder," which is enclosed in every tin of Johnson's Baby Powder. New Research, New Ideas . . . Best Use of Powder will be used here.

1928



## "Mother"

—who knows but you what this word really means to them

**M**OTHER—what a word that is! It is so embedded in the love and care, the tenderness and motherly teaching, the constant attention that have followed the lives of motherhood that it is almost impossible to think of a child who has a mother and ever really leaves her ever again—their loving, thoughtful, selfless love that is the bond that binds the children and her forever—in the child's life.

It gives to milk a delicious, creamy, chocolate flavor children love. They drink it eagerly, and Comalt usually enables the final value of every glass of milk with just more satisfaction to it.

Comalt adds important food elements—rich vitamins and iron for making red, rich blood—and calcium (lime) and other mineral salts for building sturdy bones and teeth.

Adult protein, rice, fat, stronger body, and carbohydrates—so supply quickly available energy—that children and children's mothers.

Doctors recommend Comalt's food value and easy digestibility for children, adults, convalescents, nursing mothers, and the aged. Even those who think they can't take other good foods, products and Comalt is easily assimilated.

Comalt, the new chocolate-flavor health food, combined, in usual proportion, the nourishing elements of cream, sugar, milk, eggs, with protein and milk minerals.

**Comalt**  
Add 1/2% more nourishment to milk

Try it for your family. It is instantly prepared—just shake it with cold milk in a shaker or mix with hot milk in the cup. Ready without cooking—like breakfast, lunch or supper, or as a treat between meals. Take it right on waking, it helps induce sound, refreshing sleep.

Just buy a half-pound can of your grocer's today. Start your family on the way to better nourishment, more energy—the endurance and increased strength and health depend. See your grocer now.

If he has no Comalt in stock, use mail to the nearest and is easy (see next page of Comalt), the regular retail price. We'll mail prepaid a half-pound can to all the family can save Comalt's rich nourishment. Buy one your grocer first.

MADE BY  
DAVID BAKER POWDER CO.  
BOSTON, U.S.A.

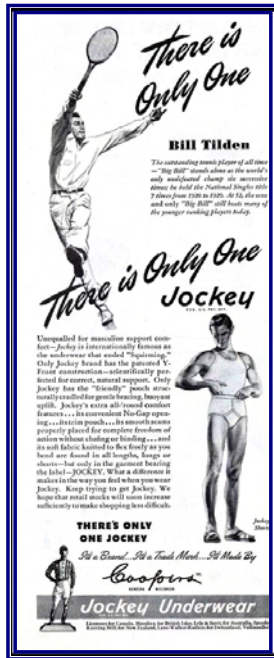
David Baker Powder Co., Boston, U.S.A. (Copyright) The price has of Comalt is such. It is sold in every part of the world. Please send your name and address to the nearest and is easy (see next page of Comalt).

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_

1928

## Mother knows best...

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
Mother's Day						
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
	Memorial Day					



1946



1976

## The Jocks of Jockey...

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
Father's Day						
26	27	28	29	30		

Look underneath, look inside  
.. and listen to it!



WHEN you buy an electric refrigerator, do a bit of investigating on your own. Look under the cabinet, look carefully inside it, and above all things, listen to it.

Look under the cabinet. With the General Electric Refrigerator you'll notice at once that all the models are open-top. This makes it easy to clean under them. But, more important, it means that all the machinery is safely sealed away in the straight steel casing which you see on top of the cabinet.

Look inside. Is there really ample food space? You will find in the General Electric Refrigerator that the chilling chamber is amazingly compact. It actually takes little more room than the trays in which your ice is frozen.

These lines, that you must do. We want you to judge for yourself just how specific this refrigerator operates.

All these things are vitally important. But be sure to consider, too, the organization which makes it.

The General Electric Refrigerator is the product of fifteen years of research in the laboratories of General Electric.

See the many models. Notice their absolute simplicity, their openness. Make comparisons with other refrigerators. If you write us, we will be glad to send you Booklet J-6 which gives you complete descriptions and specifications.


**GENERAL ELECTRIC Refrigerator**

ELECTRIC REFRIGERATION DEPARTMENT - OF GENERAL ELECTRIC COMPANY - HANNA BUILDING - CLEVELAND, OHIO

1928

*Rational—Turret Top by General Electric*

**FRIGIDAIRE**  
THE CHOICE OF THE MAJORITY



A new sense of security comes with the use of Frigidaire, the electric refrigerator. It is the trusted safeguard of baby's health. For Frigidaire eliminates all doubt as to the preservation of food. Milk and cream stay sweet for days. Meats and vegetables keep fresh and wholesome.

Pure ice cubes, desserts and salads are frozen as you wish. Visit the nearest Frigidaire display room. Get the facts about low prices and convenient terms. Frigidaire Corporation, Dayton, Ohio

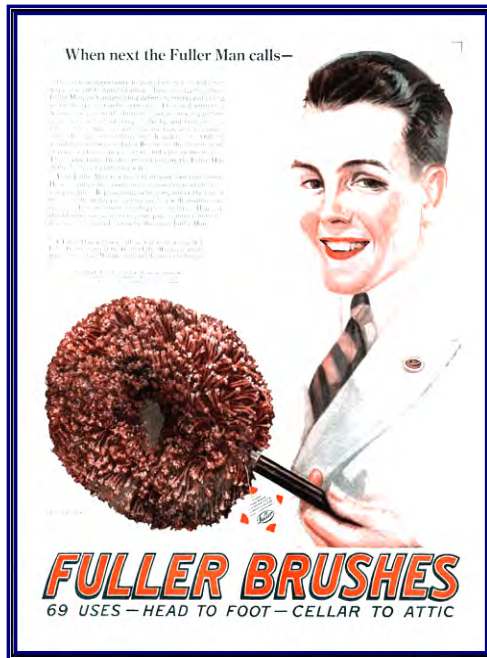
**FRIGIDAIRE**  
PRODUCT OF GENERAL MOTORS

1928

*Emotional—Mop Top by General Motors. Frigidaire*

## Two Generals... Two Strategies

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 Independence Day	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



1923



1949

*Knock, Knock/Bing-Bong, Door-to-door pioneers*

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## Innovation

### If there's ever a lifetime car, it'll probably have this engine in it.

The diesel engine, invented in 1892, may well be the engine of the future. Because no automotive engine produced in the 84 years since then has been able to equal its toughness and economy.

That's why diesels are the engines used in trucks and buses that carry freight and passengers over long distances, day after day after day.

So while there's no such thing as a car engine that will last a lifetime, there's no denying that a Peugeot Diesel engine in a Peugeot Diesel Sedan or Wagon is a big step in the right direction.

To begin with, the Peugeot Diesel engine is stronger than equivalent gasoline engines.

There are more structural ribs in the crankcase block. The forged-steel crankshaft, pistons, and connecting rods are heavier. The bearing surfaces are larger.

All together, some 100 pounds of extra strength are built into it.

What's more, there are no spark plugs, points, or condensors to be replaced or carburetors to be adjusted.

You do have to change the oil and filter every 3,000 miles. And after 100,000 miles or so, you may want to replace the glow plugs.

If Peugeot Diesel engines are tough, so are the cars they go into.

The patented shock absorbers are designed to absorb shocks for 60,000 miles of normal driving.

Many parts are cold-forged steel instead of castings or stampings.

The body is put together to stay together with more than 7,000 welds, five coats of protective finish, and anti-rust treatment - not only under the body, but inside the doors and rocker panels.

And some 40,000 points on every Peugeot are subject to rigid quality controls, to make sure the parts and the assembled cars can last as long as they're built to.

Recently, the editors of Road Test Magazine gave Peugeot Diesel through a 50,000-mile road test.

While their conclusion is the opinion of just one group of automotive experts and not a guarantee, it is nonetheless, an expert opinion.

"The concept of a lifetime car is a great one," they wrote, "and if any car should be on top of the short list of such cars, the Peugeot Diesel is it."

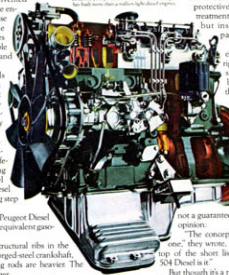

But though it's a rugged car, the Peugeot Diesel is anything but an austere or uncomfortable one.

In compact on the outside, but has much the same headroom, legroom, and trunk space as in a full-size luxury car.

And the same kind of luxuries come as standard equipment:

Fully reclining front seats. Deep, plush carpeting. Power-assisted brakes. Electric front windows. Tinted glass all around. And child-proof rear door locks.

In short, the Peugeot Diesel is a tough, economical car because it's a diesel. But it's a luxurious car because it's a Peugeot.

**PEUGEOT**  
A different kind of luxury car.

For more information, write Peugeot Motors of America, Inc., 1100 W. 1st Street, Dearborn, MI 48121. © 1976 Peugeot.

1976

### Mazda presents the "Elegant" engine.

**It started a Rotary Revolution on the West Coast that's sweeping the nation.**

Here you see the basic bits of a rotary engine. Many call it, "The Engine of Tomorrow." To a mathematician or engineer, it's "Elegant" - meaning, it represents the simplest solution to a problem.

For compared to an ordinary piston engine, a rotary has about 80% fewer parts, weighs less by anything from a half to a third and it's only half the size of a Six. In addition, because of its inherent characteristics, compact shape and small size, the rotary's emissions can be controlled to meet the most stringent standards.

Perhaps a more remarkable feature of "The Engine of Tomorrow" is that for once it is indeed "Here Today," a viable, reliable reality. And all this thanks to a company called Topco Kogyo that got its start making machine tools, rock drills and 2-inch tanks.

Why so remarkable? Because, if the rotary's simplicity is elegant, it is also incredibly sophisticated - a 1.6-liter rotary turning through 300 within a figure 8 shaped epitrochoidal chamber, the rotor spins in constant contact with the walls.

And although since 1958 some 20 international companies have bought licenses to develop a rotary, Mazda is still the only one that has managed to mass produce, thoroughly proven and utterly reliable rotary engine cars at a reasonable price. All other things being equal, the reason why Mazda succeeded where the others failed must be a matter of old-fashioned determination and enthusiasm. An enthusiastic auto maker, Unusual.

So much for facts. For fun, a Mazda RX-2 Rotary belts out big horsepower from only 50 cc. in power that's smooth and silent to an almost unbelievable degree. Because the rotary's rotating mass spins in the same direction as the drivetrain - no jiggling up and down with pistons in the crank.

The fun and excitement of driving a Mazda Rotary is better experienced than described. See your Mazda Dealer and give it a whirl. There's just nothing else like it on the road. The Mazda Rotary is licensed by NSU/Wandl.




**MAZDA**

1972

## Benefit

## Feature

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5 Labor Day	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29 Rosh Hashanah	30	



**22 of 45** is there an age when women must cease to look young?

**SQUIBB'S DENTAL CREAM**

THE "DANGER LINE" IS THE HONOR AND INTEGRITY OF ITS MARKS

**1928**

*Squibb: The Danger Line*

## How modern dentists crusade against "PINK TOOTH BRUSH"

**SPECIALISTS POINT OUT BOTH THE REASON AND THE REMEDY FOR TROUBLES OF THE GEMS**

**IPANA Tooth Paste**

**1928**

*Ipana: Pink Toothbrush*

## USP before USP

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
					Veterans Day	
13	14	15	16	17	18	19
20	21	22	23	24	25	26
				Thanksgiving		
27	28	29	30			



1954



1954

*The stockings were hung by the chimney with care...*

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
			Hanukkah Begins			
25	26	27	28	29	30	31
Christmas Day				Rosh Hashanah		