

NO DIET - NO BATHS
NO EXERCISE!

FAT
the ENEMY that is shortening your Life
BANISHED!

HOW?
with
SANITIZED
TAPE WORMS
Jar Packed

"FRIENDS FOR A
FAIR FORM"

Easy To
Swallow

Prepared By
W. T.
BRIDGE, Orange
New York

SEND NO
MONEY
PARTICULAR
WASHER
FREE

No Ill
Effects!

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



30

BLATZ
MILWAUKEE

Always the same good old *Blatz*



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



Vitamins for pep! PEP for vitamins!*



Mark & Debbie of Denver
The only children on the
7up TV advertising team



Why we have the youngest customers in the business

This young man is 11 months old—and he just got his first customer.

For 7up to be safe, no whitening, you can even give it to babies and toddlers about 6 months old. Think it's too young for a 7up bottle? Notice that all our ingredients are listed. That's our 7up recipe of soft drinks, you know—just what you need to do it and we think you're glad that we do.

By the way, Mom, when it comes to toddlers—if they like to be engaged to think their teeth, try this: Add 7up to the milk as your partner says, "sing the 7up song" and the milk. It's a whitening combination—and it works! Make 7up your family drink. You like it... it likes you!

Nothing does it like Seven-Up!