

THE SUNNY SIDE OF LIFE

Clean Comics That Will Amuse Both Old and Young

BIG TOP

By ED WHEELAN



LALA PALOOZA - A Bad Listener

By RUBE GOLDBERG



S'MATTER POP - "No Comment on the Chow, Soldier," Says Maw

By C. M. PAYNE



MESCAL IKE

By S. L. HUNTLEY

Not the Forward Type



POP - Hard to Say, Moreen

By J. MILLAR WATT



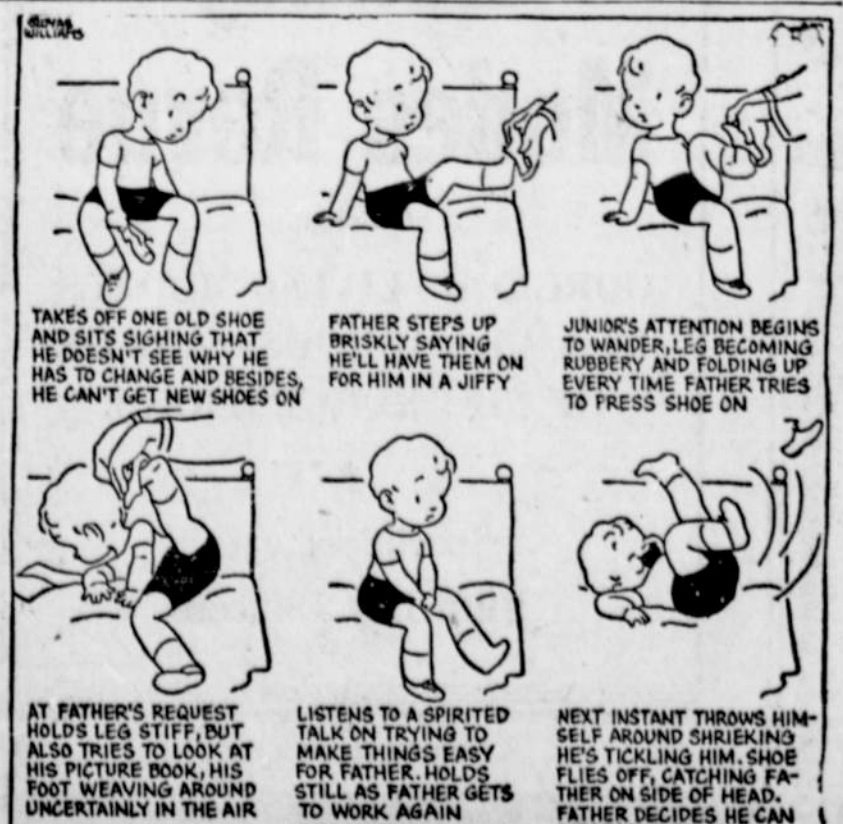
THE SPORTING THING



"Sure runs fine on the level. How is it on hills?"

NEW SHOES

By GUY WILLIAMS



THE CHEERFUL CHERUB
I take my meals in restaurants. My purse has shrunk so small I barely have enough for tips - I just can't eat at all.

MUSCULAR RHEUMATIC PAIN
Soreness and Stiffness
You need to rub on a powerfully soothing "COUNTER-IRRITANT" like Musterole to quickly relieve neuritis, rheumatic aches and pains. Better than a mustard plaster to help break up painful local congestion! Made in 3 strengths.

From the sword
The next great task of humanity is not deliverance by the sword, but deliverance from the sword.

THE SMOKE'S
THE THING!

THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU -

EXTRA MILDNESS

EXTRA COOLNESS

EXTRA FLAVOR

AND - **28%**

LESS NICOTINE than the average of the 4 other of the largest-selling cigarettes tested - less than any of them - according to independent scientific tests of the smoke itself.

CAMEL
THE SLOWER-BURNING CIGARETTE