

**CLEAR UP NASAL
CONGESTION
FASTER WITH**



3 NASAL SPRAYS IN ONE!

1. Thonzide
melts away
congestion **FAST!**

2. Antibiotic
kills dangerous
germs **FAST!**

3. Decongestants
shrink swollen
membranes **FAST!**



Stuffed-up nose is a three-deep misery... mucus, germs, swollen membranes. Watery mist sprays can't even get through mucus! But new **SUPER ANAHIST NASAL SPRAY** melts away mucus with exclusive Thonzide. So, its antibiotic kills germs on contact... while its miracle decongestants shrink swollen membranes. You breathe easy, faster! Get **SUPER ANAHIST NASAL SPRAY** throughout the U. S. and Canada. Also in nose-drop form. © 1957, ANAHIST CO., INC.

SUPER ANAHIST
Antibiotic
NASAL SPRAY

A Development of the
Anahist Research Laboratories

enter the Edsel



The first all-new car
in a generation, this
medium-price beauty
represents \$250 million
dollars' worth
of automobile
know-how.



Two-door Citation hardtop shows off the rakish lines of the all-new Edsel. Note sculptured roof.

IN A BUSINESS already highly competitive, the Ford Motor Company has staked \$250 million to make it even fiercer.

That's the amount the company spent to develop the Edsel, a long, low-slung, powerful beauty which made its debut this Fall. The first completely new car to come from one of the "Big Three" since the birth of the Mercury in 1938, the Edsel is distinctive but not radical.

Where most cars today have horizontal grilles in front and vertical lines in the rear (often characterized by soaring fins), the Edsel has achieved uniqueness by reversing this mode of styling. In front, it sports a vertical grille with a faint European quality, while from the rear it has a flat "flight-deck" appearance. The big horizontal tail-lights extend well into the trunk lid, almost clear across the rear end.

With its four series and 18 models, the Edsel blankets the entire medium-price field. The Ranger and Pacer series have a 118-inch wheel base, while the higher-price Corsair

and Citation series are on a 124-inch wheel base. All models have dual headlights, four-barrel carburetion, and 10.5-to-1 compression ratio.

Hardtops and convertibles dominate the Edsel line. Sedans are available only in the Ranger and Pacer series, and with their slimmed-down center pillars, even the sedans resemble hardtops. Five station wagons, including two nine-passenger models, complete the line.

Outstanding features of the Edsel are self-adjusting brakes which eliminate the need for adjustment during the entire life of the brake linings, a push-button transmission system conveniently located in the center of the steering wheel, a single-dial heater - defroster - ventilator control which replaces the standard multi-lever control, and air suspension which does away with metal leaf springs of former days.

The Edsel dashboard is an accessory-lover's paradise. Some of the special devices offered are a tachometer, a compass, an inside-outside thermometer, a speedometer light

that changes colors as your speed increases, and a remote control that unlocks the trunk from the driver's seat. There is also a whole panel of warning lights that tell you whether your gas is low, you need a quart of oil, one of the doors is unlocked, your emergency brake is on, your engine is hot or cold.

Standing less than 4 feet, 9 inches high, the Edsel is among the lowest cars on the road. It is offered in 19 solid colors and 31 two-tone combinations to satisfy most tastes.

What type of car buyer is the Edsel intended for? Well, anyone who wants to buy it, of course. But in these days of motivation research and psychological persuasion, a car is designed with a "personality." Edsel's personality, according to company officials: "The smart car for the younger executive or professional family on its way up."

Will the Edsel be successful? Ford has wagered a quarter billion dollars that it will be. That great arbiter, the consumer, will now have to decide whether they were right.