

2 Brand New BOXES of CARDINAL CHRISTMAS CARDS
Yours For Only 59¢
(Retail price \$2.00)



21-Card IMPERIAL 21 Christmas Assortment
EXCLUSIVE designs on popular slim-shape cards.
Sells For \$1

21-Card CANDLE GLOW Christmas Assortment
Gorgeous, fine quality cards at a bargain price!
Sells For \$1

Handy portfolios of EXCLUSIVE Name-Imprinted Christmas Cards & Stationery Samples Included

Amazing Offer To Show You Easy Way To Make Up To



\$100 in SPARE TIME!

If you want extra money, just mail the coupon below. We'll send you both of these new 21-Card \$1 Christmas Assortments—a \$2.00 value for only 59¢. Merely show them to people you know and let them see how much \$1 buys in thrilling new Cardinal Christmas Card Assortments. They'll buy fast and thank you for this opportunity to save! The quick profits you make—up to 50¢ of each dollar—will show you how easily you can earn the extra money you need to get anything you want!



ANYONE Can Make Money The CARDINAL Way!

Repairs Chapel with Profits
 "Our church group decided to repair our chapel by making money with Cardinal Cards. We now have a beautiful building, completely renovated, thanks to Cardinal."
Mrs. B. G., Ind.

\$10 to \$20 Easy in Few Hours
 "All you do is show samples and people are eager to buy. When I have a half day to spare, it's so easy to pick up \$10 to \$20 profit."
J. L., Ky.

Order Sells \$500
 "With Cardinal since 1929, I have sold as high as \$500.00 worth in one season. I'm sure it has given me good health as I am still active at 74."
Mrs. G. A. P., Iowa.

Every Day is Dollar Day At CARDINAL

Cardinal's easy-to-sell \$1 "buys" include many other new Christmas and All-Occasion Card Assortments, Stationery and Gifts—all at \$1. Also a big line in all price ranges including EXCLUSIVE Name-Imprinted Christmas Cards and Personalized Stationery that sell on sight from FREE Samples. Here is everything new, to make more money for you! Besides biggest profits, Cardinal also pays you an EXTRA CASH BONUS! Money-Back Guarantee assures you up to 20¢ more profit per box.

Act Now... Send No Money!

Mail the coupon at once. You don't need experience. We'll send the two \$1.00 Assortments and Name-Imprinted sample portfolio, on FREE TRIAL. \$1 Gift Offer included. We trust you. Don't pay a cent until you see what you get. Then decide if you want the two new Christmas Assortments for 59¢ plus postage; or you may return them and owe nothing. *DO NOT* enclose any money. Mail the coupon TODAY!

ORGANIZATIONS:
 Give name in coupon for special No-Risk offer that guarantees highest profits!



EXTRA! \$1 GIFT FOR YOU
 "Sweet Tooth" Salt & Pepper Set given for first regular order.

MAIL COUPON NOW!

CARDINAL CRAFTSMEN, Dept. 24-R
 1400 State Ave., Cincinnati 14, Ohio

Please send 2 new \$1 boxes and Name-Imprinted Samples on FREE TRIAL. After I see the cards, I may pay for them at 59¢ plus postage, or return them and owe nothing. Include \$1 Gift Offer.

Name _____
 Address _____
 City _____ Zone _____ State _____
 If for an organization, give its name below:

(DO NOT ENCLOSE ANY MONEY)



I Was Just Thinking...

... THE FINAL TOUCH of civilization has come to our neighborhood. It's been on the way for some time, of course. The center limbs had to be sawed out of the big oak so that power lines could stretch themselves the long miles from our town to the next. Then the woods and meadows began to sprout subdivisions and there was talk of a shopping center around the bend. The honeysuckle bushes were pink froth the Spring they were transplanted for the sake of the sewer system. Now there's only a little gully in the lawn and the bushes will bloom again. We have sighed a little and tolerated all this because we are not mid-Victorian. We would not live without plumbing and electricity and telephones. Nights were dismal when the power lines were down somewhere and we huddled around the fireplace eating cold beans. Even candlelight loses some of its charm unless there's an eager switch beside it on the wall. Now the last wonder of this new world

has come. The little drive through the woods is to be raked and scraped and rolled and marked off and covered with a blanket of concrete. And the old oaks and elms which line it must go. The city has surveyed it carefully. The engineer issued a statement that only seven ancient trees will have to come down. That's all there are from the big highway. Only seven trees, older than any of us and young only when this was the ridge road for the stagecoach across a hundred miles of prairie and hills. We ought not to deplore the fine paving which will invite the traveler into the woods. We should not shed a tear for the stately old seven that must fall at the feet of progress. When we watch from our windows to see the sunset, we will find it no longer obscured by leaves and branches and birds' nests and it will, no doubt, be a grand sweep of landscape. And sometimes we will wonder if it's worth it.

Fatty Johnson

Family Weekly 179 N. Michigan Ave., Chicago 1, Ill. Leonard S. Davidow, President and Publisher; Walter C. Dreyfus, Vice-President; Ben Kartman, Editorial Director; Patrick O'Rourke, Advertising Director; Melanie De Proff, Food Editor; William A. Fetter, Art Director; Robert Fitzgibbon, Managing Editor; Associate Editors: Kevin V. Brown, Jack Ryan, Thomas Gorman, Honore Singer, Jerry Klein, New York; Peer J. Oppenheimer, Hollywood.

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