

1950s



Only seven hours to brush up on your French

The superb Boeing 707 for airlines goes into service this season the Atlantic, and within months across the United States.

You'll be delighted with the feeling of calm security you get from flight aboard this world new airplane. It brings the comfort of hotel, the clean, air-conditioned space into the 707, affording the most relaxing ride. You'll be surprised through high, wind-torn skies.

In just 90 minutes, you'll be almost 100 miles out of the ground.

New York. In exactly six hours you'll be landing east coast and French for the dinner at Paris.

The new seven-passenger jet goes, and comfortably five from California. There's no discomfort, no seasickness, and a sense of confidence from the most trusted man and woman of the 707 fleet.

How it works, a turbine engine thrusts you 9000 feet in the 707, high on long and smooth air.

The 707 is the most thoroughly flight-tested airplane ever to enter commercial service.

Plus, you'll have control 100% of altitude. You can descend, level off, or climb at any altitude. You can descend, level off, or climb at any altitude. You can descend, level off, or climb at any altitude.

BOEING 707 and 720



102

Mar 29/52 THE SATURDAY



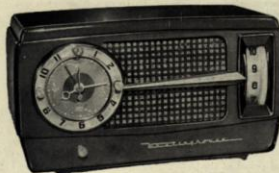
Seen to be seen starting in "My First Faded Friend", a Holiday Pictures, a Warner Bros. release.

JO STAFFORD says:  
**"Sweetest Alarm Clock  
 I Have Ever Heard"**

**WESTINGHOUSE CLOCK RADIO**

"You're lying there snoozing away, and gradually your Westinghouse Clock Radio comes on. So the very first thing you hear in the morning is music. This is a real happy way to wake up! And if you like your first cup of coffee in bed, it turns on your percolator, too. Getting up isn't such a chore when you can wake up so pleasantly. Get a Westinghouse Clock Radio for your bedside and right away you'll begin to enjoy life more."

Westinghouse Clock Radio in durable plastic with choice of ivory or maroon with gold. Plays up to an hour at bedtime, turns itself off, then comes on again



at your rising hour. Excellent bedside radio, powerful, selective and it's completely automatic.

**\$39.95**

At your dealers. (Slightly higher West and South)

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For the men who command



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*Master Mariner*

Men who command find in Le Coultre Master Mariner all the qualities they demand in a personal timepiece. It is a watch on which any man can rely implicitly—self-winding, superbly accurate, with maximum protection against water, moisture, dust and shock. Its efficient mechanism, however, is cared with style and distinction. The Le Coultre Master Mariner is not a single watch, but a series of watches. The occasion of the Master Mariner celebrates the 125th Anniversary of the founding of the Le Coultre Watch Factory—a factory unlike any other in the world. For in it, every part of every Le Coultre watch is made in its entirety with unsurpassed precision.

Standard is the Master Mariner Chronometer—so accurate it qualifies for rating as a chronometer by authority of official observatory control.

Other models from \$95. Visit your Le Coultre jeweler to see them and other 125th Anniversary Watches for ladies and gentlemen.

Watches of the "125th Anniversary" made by the Swiss watchmaker Le Coultre in the town of Yverdon, Switzerland, and other jewelry.



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 CREATOR OF ATMOS. THE PERPETUAL MOTION CLOCK  
 A DIVISION OF LONGINES-WITTMANER

1960s



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And you start being No. 1 pretty early around Holiday Inn. See, for an example, you're a member of the basement set. We've got an extra-comfortable baby bed waiting for you—and it's free.

You must be No. 1 to have such fine parents. But even No. 1 Mom and No. 1 Dad need some time to themselves. That's why we have baby stoves so cool at every Holiday Inn.

When you're older, you'll enjoy the many other advantages Holiday Inn has to offer. But most of all, you'll appreciate the way we always treat you as No. 1. Which we've done—by the way—since Day 1.



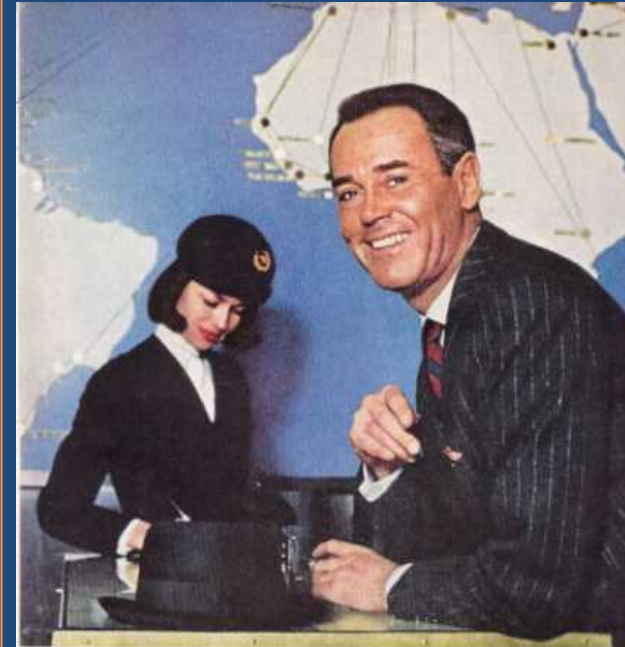
For a free Passport Directory of all Holiday Inns, write:  
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 DEPT. NY-1, P. O. BOX 18218, MEMPHIS, TENN. 38118

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one man made this dress

He takes a stitch in time, no one else. And there's no sense hurrying him. Clean is a craft of the old school. Don't you see? He knows you can't be too particular with a rich Oriental. And Dorothy uses the richest Oriental fabrics. Cuts them to hand. Finishes them by hand. So you clothes from the Great One enough for an Eastern prince, smart enough for the few 10,000 women in America. Shown here, just like diamonds, sheath with a more suggestive sleeve, a pleated skirt and its own free-moving jacket. Amber (shown), almost green, One Maggioni. Sizes from 8 to 18. About \$300.00. Lord & Taylor, New York 17. Maggioni, West Co. May/Nov Fall & Company, Chicago, Nelson-Morris, Dallas, 81 other leading stores. Please the country or write Dorothy, 212 Madison Avenue, New York 17, New York. DYNAS



"Jimmy Stewart recommended Air France to me. It's great!"

Praise like this is not unusual when it comes to talk about Air France. In fact, you become more enthusiastic with each new flight you take. Small wonder. American-built Boeing 707 Intercontinental Jets piloted by 8-million-mile experienced crews whisk you to Europe in smooth, serene comfort. French service makes you feel like an honored guest. And French cuisine—even in Economy Class—is superb, naturellement. And convenience? Air France Jets leave direct for Paris from Chicago, Los Angeles, Anchorage, Montreal, Mexico City and, of course, non-stop from New York. What in the world are you waiting for? For information and reservation see your Travel Agent or call Air France today!

1970s

"Every guy should be lucky enough to have a wife get his clothes clean at the utility company's expense."



Cold Power cleaning in cold water. The only thing that shrinks and fades is your utility bill.

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Every good cook has to start somewhere.

For her, there's no thrill quite like when she bakes that first Betty Crocker chocolate cake in her Easy-Bake Oven.

More than all the fun she'll have, Easy-Bake is a great way for her to create love in warm little bites.

Easy-Bake has built-in safety features, is U. L. approved and bakes with two ordinary light bulbs. And comes with real Betty Crocker mixes.

Easy-Bake. Because she'll love it.

Betty Crocker Easy-Bake Oven from Kenner

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**"Honey, where'd you hide my other sock?"** That static cling season is here again. Better use Downy.

Now that cold weather's with us, so is static cling. Socks are hiding. Pants are twisting. Clothes are clinging like crazy. But Downy helps stop static cling before it even starts. At the very same time Downy rinses in softness and April Freshness, it helps rinse out static cling. Which is really a sensible way to keep clothes from clinging to each other. And clinging to your family.

And you thought Downy was only a fabric softener.

1980s

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New York. China. The Moon. With the Federal Express® Air Cargo Playset, a little aviator can speed packages to any place in the special world of his imagination.

At Playskool we know that the most creative playtimes often mirror real life situations. That's why we have included everything a real action-packed Federal Express delivery service would need. Lots of packages to load up. A delivery van with a courier. A plane complete with pilot and a flip-open door. Even a working conveyor to crank the packages inside the plane! Pretending has never been so real.

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**PEOPLE Express**  
PREMIUM CLASS

*Wings to Stay for Security Plans*

1990s



Sometimes the finest serve comes after the game.

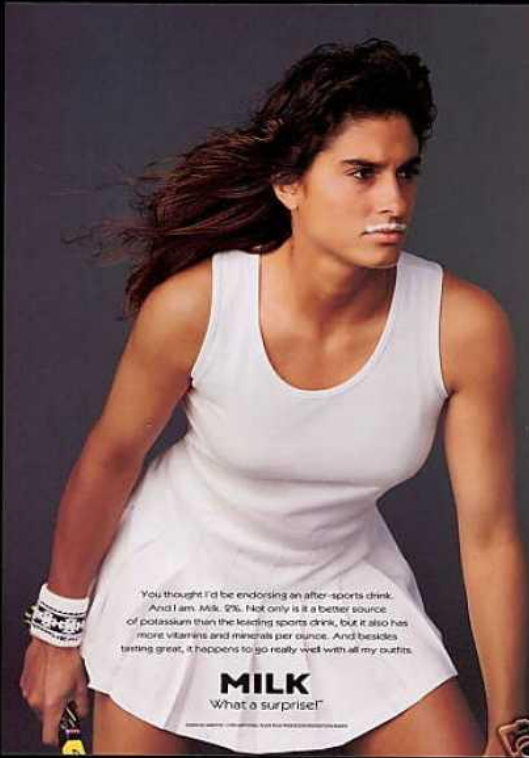
After a class round of tennis, enjoy a round of caffeine free diet Coke! just for the taste.

**Caffeine free diet Coke**  
Coca-Cola

Official Soda of the U.S. Open and Wimbledon.

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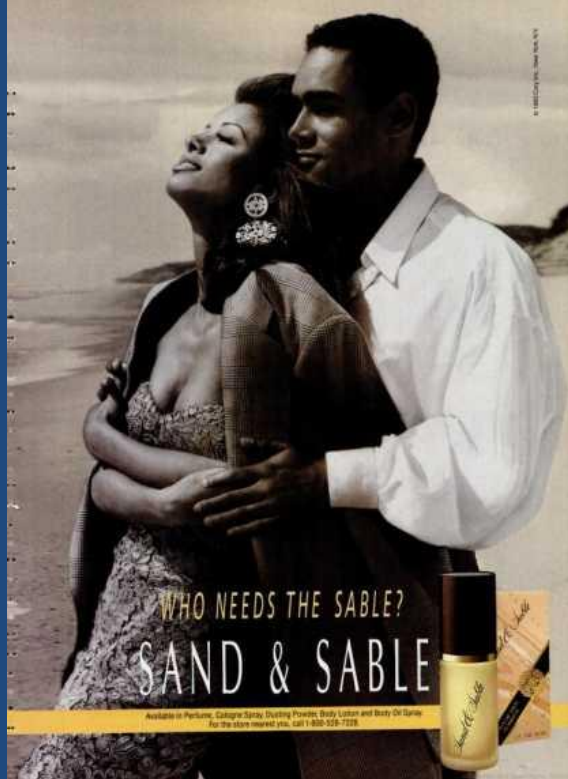
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2000s

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