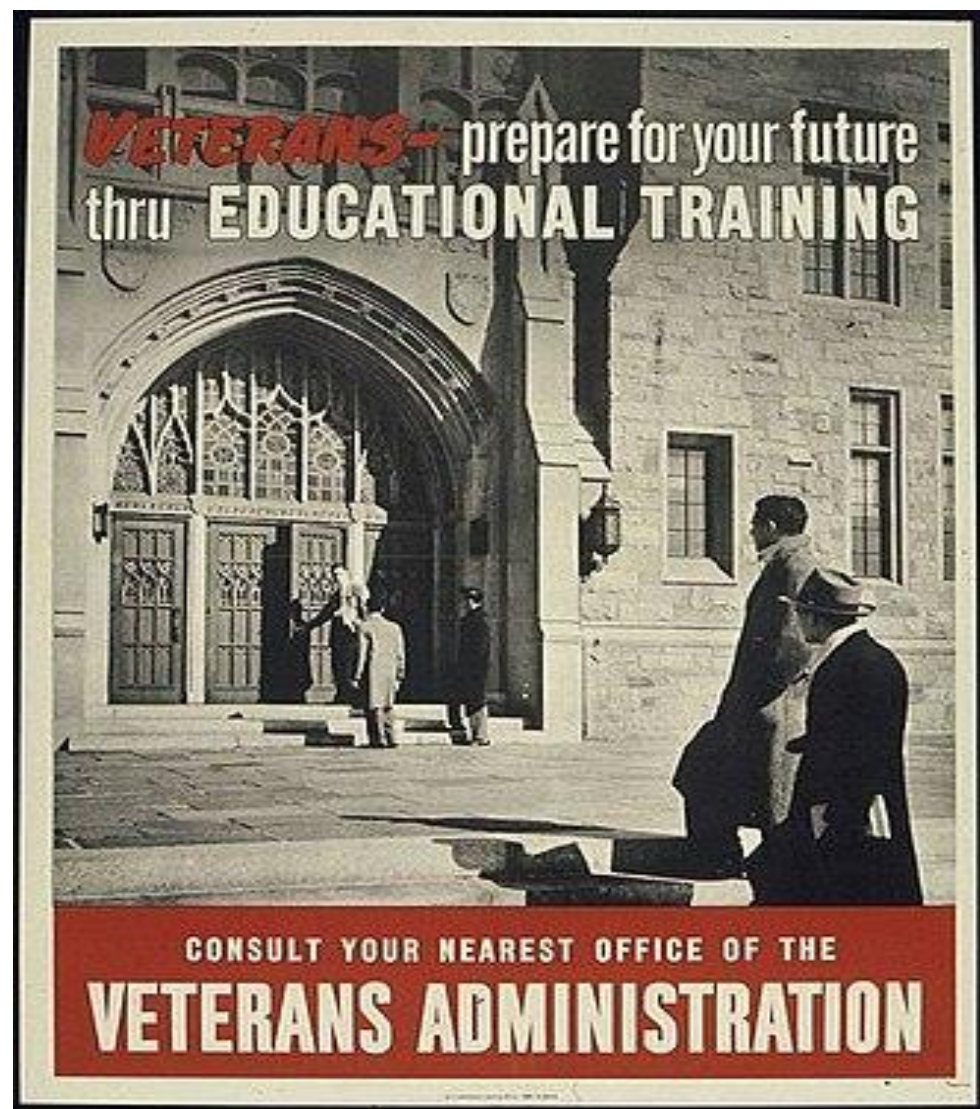


Visuals: 1950s





The **NEW**
PYE **AUTOMATIC PICTURE CONTROL TV**

gettyimages
Picture Post

POST THIS COUPON TO-DAY!

It will bring you a fully informative leaflet which tells you about PYE Automatic Picture Control TV with dramatic illustrations and a straightforward easy-to-understand explanation that will put you right in the picture. Address the coupon to—Information Dept., Pye Ltd., Cambridge.

NAME (Block Letters).....

ADDRESS (Block Letters).....

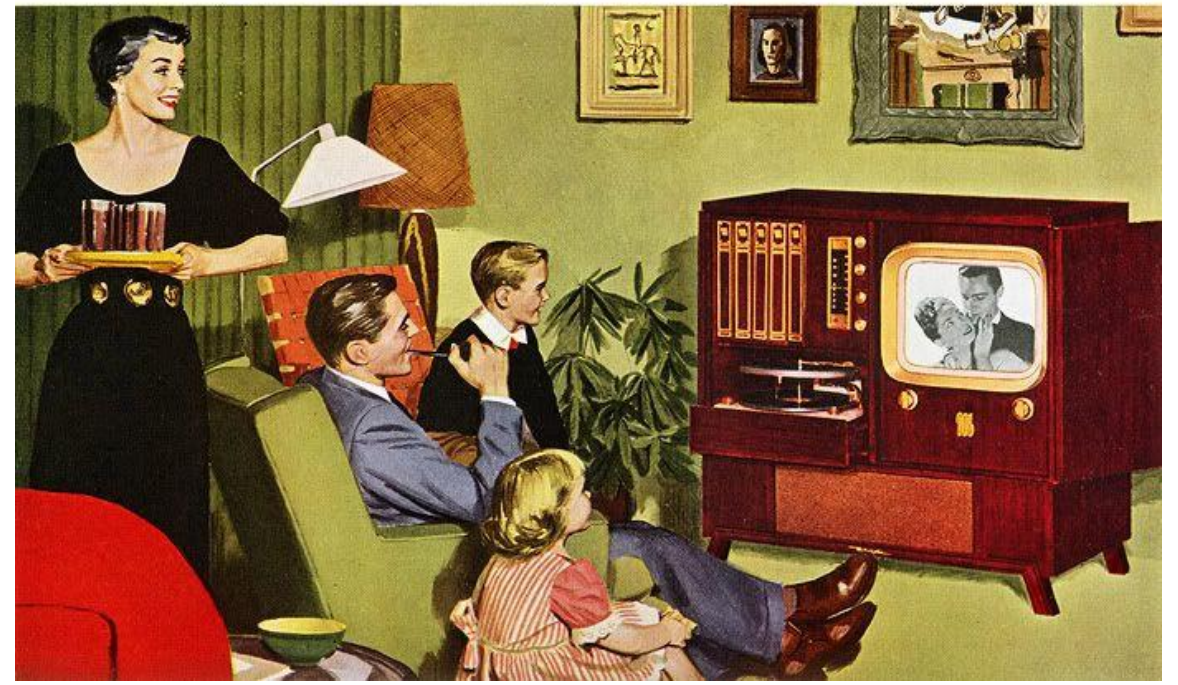
As you know, when you are viewing an ordinary TV the picture seldom remains constant for very long at a time. Picture fading—usually caused by atmospheric conditions, and picture flutter—caused by passing aircraft, can completely ruin your enjoyment. Pye Automatic Picture Control virtually does away with picture fading. It gives you a rock steady picture, all the time—automatically—without any need for readjustment by hand. Send in the coupon, on the left, and it will bring you full information about Automatic Picture Control.

14" TV 67 GNS

PYE LIMITED OF CAMBRIDGE

3427212

TV *happiness shared by all the family!*





NO. 1

NO. 2

THE
1951 House of Levittown
•
TELEVISION EQUIPPED
•
Complete Price - \$8500

REAR VIEW OF ALL HOUSES

NO. 3

NO. 4

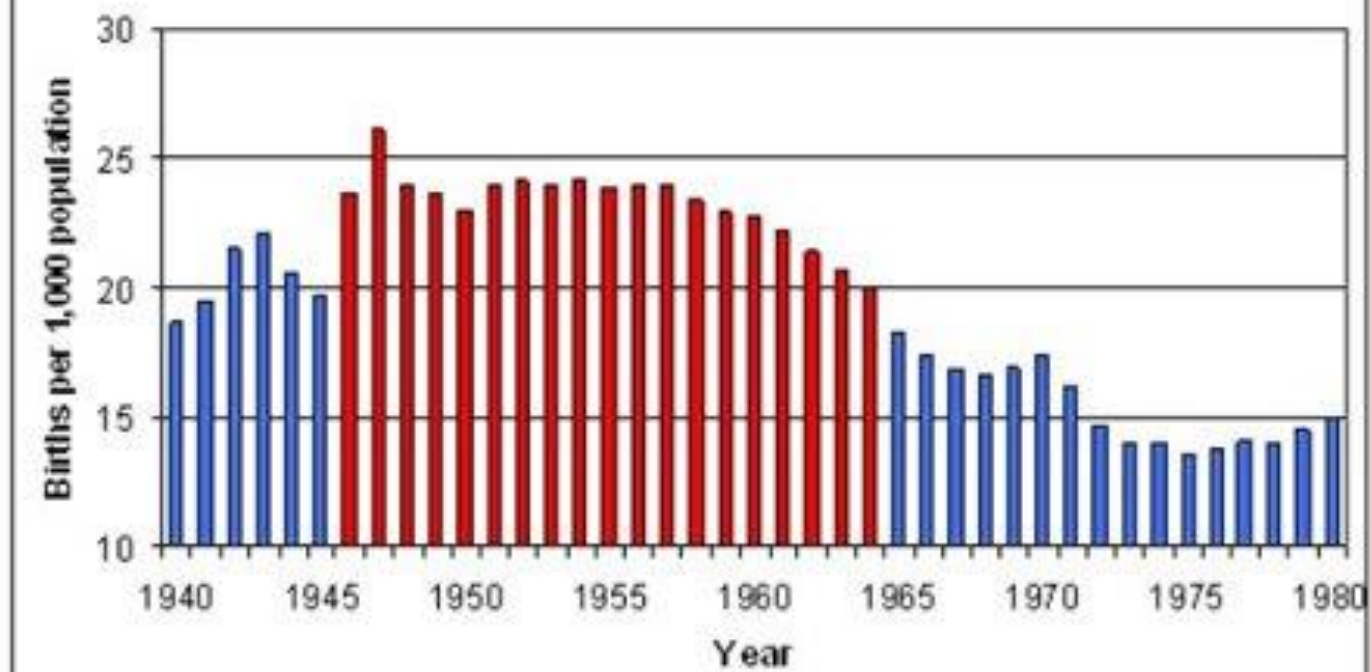
A vertical brochure for the 1951 House of Levittown. It features four photographs of different house models, labeled NO. 1, NO. 2, NO. 3, and NO. 4. The houses are single-story with gabled roofs and a prominent front porch. The central text reads: "THE 1951 House of Levittown • TELEVISION EQUIPPED • Complete Price - \$8500". Below the text is a photograph labeled "REAR VIEW OF ALL HOUSES" showing a long, low building with a series of windows. The entire brochure is framed by a black border.





Estimated status of improvement of the National System of Interstate Highways as to lane width

U.S. Birth Rate: 1940-1980
(Baby Boomer Generation in Red)





- POPULATION GAIN AND LOSS, 1970-1980**
- States with a population loss of more than 100,000
 - States with a population loss of less than 100,000
 - States with a population gain of less than 200,000
 - States with a population gain between 200,000 and 1,000,000
 - States with a population gain of more than 1,000,000
 - Population shift to the Sunbelt
- Dallas** 10 Largest U.S. cities in 1990



The Saturday Evening
POST

October 11, 1953 - 47¢

**The Great California
Political Drama**
By STEWART ALSOP

With the Russians in Antarctica by GORDON CARTWRIGHT

Drugs That Shape Men's Minds by ALDOUS HUXLEY

Is College Football Worth Saving? by DON FAUROT of Missouri



MARRIED?—No reason to neglect stockings!



Husbands admire wives who keep their stockings perfect

Lovely stockings add so much to your appearance. Don't risk constant runs, snaky seams and wrinkles.

SAVE ELASTICITY—Cut down on runs and wrinkles with Lux! Write to Lever Brothers Co., Dept. 16, Cambridge, Mass., for a free box of Lux. (Offer good in U. S. and Canada only.)

Lux saves the elasticity that makes stockings *fit* and wear. Cake-soap rubbing and soaps with harmful alkali weaken elasticity!

CONSTANT RUNS
are unsightly and
expensive—cut them
down with LUX

for stockings—



No wonder you women buy more **TIDE** than any other washday product!

TIDE'S GOT WHAT WOMEN WANT!



NO SOAP-NO OTHER "SUDS"-NO OTHER WASHING PRODUCT KNOWN-WILL GET YOUR WASH AS **CLEAN AS TIDE!**



ONLY TIDE DOES ALL THREE!

- 1. World's CLEANEST wash!**
Yes, Tide will get your wash cleaner than any other washing product! (Tide, unlike soap, removes both dirt and soap film.) No wonder more Tide goes into American homes than any other washday product!
- 2. World's WHITEST wash!**
It's a miracle! In hardest water, Tide will get your shirts, sheets, towels whiter—yes, whiter—than any soap or any other washing product known!
- 3. Actually BRIGHTENS colors!**
Trust all your washable colors to Tide. With all its terrific cleaning power, Tide is truly safe . . . and actually brightens soap-dulled colors.



TIDE GETS CLOTHES CLEANER THAN ANY OTHER WASHDAY PRODUCT YOU CAN BUY!

WIVES.

Look this ad over carefully. Circle the items you want for Christmas. Show it to your husband. If he does not go to the store immediately, cry a little. Not a lot. Just a little. He'll go, he'll go.

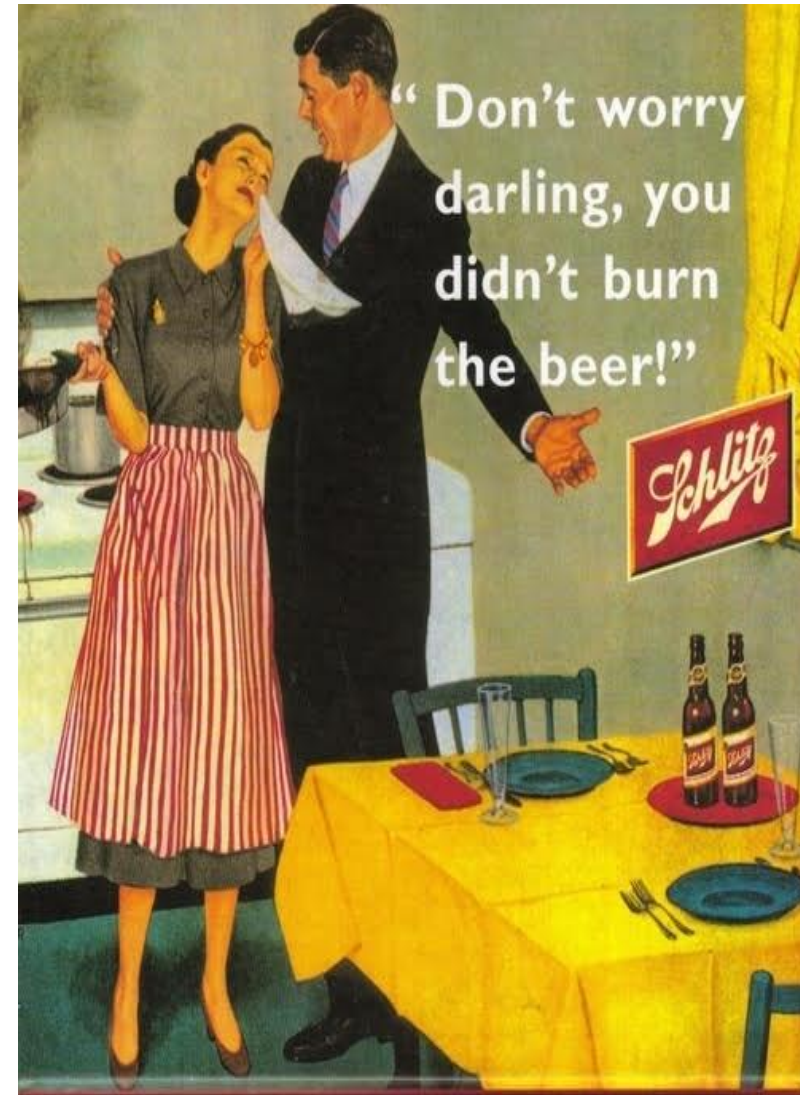
CIRCLE ALL THE QUALITY DORMEYER APPLIANCES YOU WANT!



Husbands:

Look this ad over carefully. Pick out what your wife wants. Go buy it. Before she starts to cry.

Dormeyer
HOME ELECTRIC APPLIANCES





OH MY! DANGER

BERT DUCKS and COVERS

HE'S SMART, BUT *HE* HAS HIS SHELTER ON HIS BACK..

YOU MUST LEARN TO FIND SHELTER

If You've Been Thinking About Fallout Protection (And Who Hasn't?) **HERE IS YOUR ANSWER!**

Living FALLOUT SHELTERS

BY LIVING SHELTERS OF AMERICA

EVERYTHING A Radioactive Fallout Shelter Should Be . . . PLUS Many, Many Advantages You'll Appreciate!

- Absolutely Highest Rating By Office of Civil Defense
- 20 Year ^{FHA} _{or Bank} Financing
- Tested And Accepted By Professional Engineers

ALL STEEL CONSTRUCTION

24" CONCRETE SLAB CONVERTIBLE TO GARAGE FLOOR OR PATIO!

- STANDARD EQUIPMENT
- Attached Fold-Down Bunks (6)
 - 40 Gal. Stainless Steel Water Tank
 - Electric Lights and Plug in Cabinets
 - Air Blower
 - Chemical Toilet
 - Filtered Air
 - Odor Eliminator
 - Folding Table

- Specifications
- 10 Gauge Reinforced Steel
 - 478 Cu. Ft. Living Space
 - App. Weight 2,700 Lbs.
 - 10,000 Lbs. Concrete Patio Top

ACT NOW!

LET US EXPLAIN TO YOU THIS COMPLETELY REALISTIC APPROACH TO FALLOUT PROTECTION—AS WELL AS LIVING SPACE.

CALL TODAY—ALL DAY

Representative On Duty Sunday

TA 3-9814

WHY HESITATE?

"A PLAYROOM TODAY—SURVIVAL—RIGHTAWAY!"

AMERICA'S ^{NUMBER ONE} **LIVING SHELTERS**

THE MOST PRACTICAL B L A S T-R A D I A T I O N SHELTER MADE TODAY —INCREASES SURVIVAL CHANCES 4,000 PER CENT.

MAIL TODAY!

Information—No Obligation
—Mail Inquiries To—
LIVING SHELTERS OF AMERICA
5004 LIVE OAK • SUITE 203
DALLAS 6, TEXAS

NAME
ADDRESS PHONE
CITY STATE

YOUR FAMILY'S SURVIVAL DEPENDS ON PREPAREDNESS!

PROTECT YOUR FAMILY!

- AMERICA'S FIRST FULLY LIGHTED AND EQUIPPED LIVING SHELTER
- EVERY SQUARE FOOT USABLE

- LIVING SHELTER DOES DOUBLE DUTY AS AN
- Extra Room
 - Store Room
 - Play Room
 - Den

- 6 Person Capacity
- 5 Person Capacity
- Fully Equipped
- Excellent For Storm and Flood Protection



Wellbee says

BE WELL!



take

ORAL

POLIO

VACCINE

- *tastes good*
- *works fast*
- *prevents* polio