

EYEFUL

Glorifying the American Girl

APRIL

25c

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1949

**BEDROOM
MANNERS**
Page 20

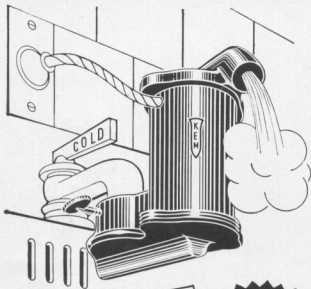
**HOW STRIPPERS
ARE HIRED**

Page 24



Running HOT WATER

-in a Jiffy! from any COLD WATER FAUCET



For every kitchen need



For quick shaving



A No. 1 beauty aid

Seems too good to be true until you see hot water running continuously from any cold water sink faucet! With the revolutionary new KEM INSTANT HOT WATER HEATER you get hot water — from lukewarm to real hot right when you want it!

No Boiler or Tank Needed

No waiting or fussing with fires.

Just Turn Faucet To Regulate Temperature

A slight turn of your sink faucet gives you water of any desired temperature from lukewarm to real hot.

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Fits Any Standard Faucet

KEM INSTANT HOT WATER HEATER fills a long and urgent need in basement, garage, cottage, tourist camp, office and factory — and when home hot water supply fails in kitchen or bathroom sink.

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Heater is skillfully made and guaranteed against any and all defects in material and workmanship. With ordinary care, it gives many years of satisfactory service.

KEM COMPANY, Dept. 178-A 18 E. 41st St., New York 17, N. Y.

✓ Check THESE ADVANTAGES

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- ✓ Runs on AC or DC current
- ✓ Constructed of handsomely finished aluminum
- ✓ Measures 2 3/4" x 3 3/4", requiring small storage space when not in use
- ✓ Fits any standard cold water faucet
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- ✓ Fully guaranteed against defects in material or workmanship

NOW ONLY
\$3.98★

SOLD ON MONEY BACK GUARANTEE IF KEM HEATER FAILS TO GIVE INSTANT HOT WATER!

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Pounds Off Belly, Etc. No Danger

Science now shows that most fat people don't have to remain overweight any longer. Except a comparatively few cases, every one of these thousands of persons can now reduce quickly and safely — without unwarranted exercise, discomfort or diets.

Something New Safe, Easy, Quick

Are you one of these thousands, most of whom have tried to reduce by following food fads, menus, etc. — and failed? If you are, here's something new, what modern science has discovered on reducing foods, and devices. Here's how you can reduce scientifically, with new health and attractiveness — and without unnecessary exercise, dieting, massage, etc.

Endorsed In Medical Journals

Illinois Medical Journal says: "Can be used quickly and easily."
Michigan State Medical Journal says: "Gives practical advice and instructions."
Medical World says: "Should be read from cover to cover before starting any treatment."
Mississippi Valley Medical Journal says: "Physicians can recommend to their overweight patients."

Also praised by many editors and columnists all over U.S.A.

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The "Complete Weight Reducer," a wonderful new book, has just published these marvelous reducing revelations. No matter how overweight you may be from non-glandular dysfunction, these measures will help slim you considerably in a few short weeks. Just follow the simple directions on general reducing and spot reducing on abdomen, double chin, hips, neck, thighs, arms, legs, etc., at once and your reducible pounds and inches of excess fat will go down, down, down until you soon feel like a different person, with new pep and popularity.

Send Me No Money Examine It FREE

You need send no money — just mail coupon now. We will send you the COMPLETE WEIGHT REDUCER for 5 days' free examination. When it arrives, deposit \$1.08 (plus a few cents for postage and handling) with the postman. Follow its simple instructions immediately and start reducing. If within 5 days you are not completely satisfied, I may return it and you will refund full deposit of \$1.08. Otherwise, I will keep it and the deposit will be considered payment in full. So act NOW!

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For years I was called shorty. Was unpopular. Now I am tall. I was laughed at by the girls everywhere. I felt miserable. Now the men have changed towards me. And with the girls, too. I am tall, well-proportioned. I command attention. I am everywhere.

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At last! Here's something new that gives amazingly simple aids to height increase. Thousands of short men all over America are now adding inches to their appearance — and increasing their popularity too. Many doctors enthusiastically recommend this book for all underheight persons.

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This is the great new book doctors have been reading about in leading medical reviews. *Illinois Medical Journal* says: "Books packed with helpful hints, instructive practices. Answers all questions on height-increasing methods." *Ohio Medical Journal* says: "There really are certain things which a small person may do to increase his size apparently." *Southern Medicine* says: "A unique book with great possibilities." Covers drugs, body-build measures, devices, etc. Single direction. Lifetime results.

OUR OFFER—SEND NO MONEY
"Short Stature & Height Increase" gives you every apparent method endorsed by scientists and recommended by physicians. Formerly \$3.00. Now only \$1.98. Guaranteed harmless. Command attention, be followed by women. **Send no money.** Rush coupon now.

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OFF & OUT

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Remove your unsightly hair from any part of your face, arms, legs or body. You positively can now safely, painlessly, remove it like this anywhere. They enthusiastically endorse it. It is the only hair-removal product that is guaranteed to last.

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Lovely, painful, hair-free skin on lips, chin, legs, neck and arms. Remove it like this anywhere. They enthusiastically endorse it. It is the only hair-removal product that is guaranteed to last. Simply follow these instructions on depilatories, abrasives, creams, lotions, ointments, etc. Also permanent measures, painless preparations, and safe home methods.

Send NO MONEY. Rush mail coupon now.

HARVEST HOUSE, 363 Broadway, Dept. C-405, N.Y.C. 13
Send SUPERFLUOUS HAIR AND ITS REMOVAL in plain package. On delivery I will pay postman 98 cents plus few cents postage. If not satisfied I may return it within ten days and my 98 cents will be refunded.

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You see actual courtship practiced in every quarter of the world. You see magic and mystery in those lands where the East meets the West. You see the most primitive modes of marriage and female slavery in China, Japan, India, etc. You see the life of the people in the most remote and exotic lands of every continent and the strangest scenes of life and love in America, Europe, etc. You are bewildered by these large pages of ONE THOUSAND PHOTOS, including 120 full-page photos, and illustrated by the hundreds of short stories that describe them.

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EYEFUL

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APRIL, 1949

VOL. 5, NUMBER 5

A COVER girl if we ever saw one! Lovely June Raymond, golden tressed model from the West Coast, is a photographer's dream. She is five-feet-seven inches tall, has a 34 inch bust, 24 inch waist, and 35 inch hips. Can you blame us for putting this curver girl on the cover?



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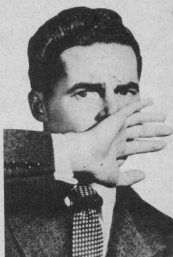
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★ GLORIFYING THE AMERICAN GIRL ★

"I had a swell job, a car and plenty of good clothes —
The Only Thing Against Me Was My Face!"

"My broken-out face was making me the loneliest fellow in the world, until this skin doctor's formula gave me the clearer skin I wanted — in just one short week."

(FROM A LETTER WRITTEN BY A VIDERM USER. NAME ON REQUEST.)



IT DOESN'T PAY to put up with a broken-out face. Your very success in business, love and social life may depend upon your looks. Nobody likes to look at a face that is blemished by blackheads or pimples. **WOMEN ARE ATTRACTED TO MEN WHO HAVE SMOOTH, CLEAR, HEALTHY-LOOKING SKIN.** Business executives don't choose men whose complexions are against them. And it's just plain foolish to take chances with your happiness and success in life when the Viderm formula can do so much to give you the clearer, blemish-free face you want.

Good-looking Skin Is Not for Women Only

You—yes, you—can have the same handsome complexion, free from externally caused skin troubles, simply by giving your face the special care that screen stars give theirs. *Because, remember!—a good-looking, handsome appearance usually begins with the condition of your skin.* There's almost nothing to it—it is just about as easy as washing your face. *The whole secret consists of washing your face in a way that thoroughly purges the pores of every last speck of dirt and grime—something that ordinary cleansing seldom does.* In fact, examination after examination shows that, usually, it is not a case of "bad skin" so much as faulty cleansing that leaves oily grime clogging up your pores. What you should use is a highly concentrated soap like Viderm Skin Cleanser. This penetrates the pores and acts as an antiseptic. Specks of irritating dirt and grime are quickly loosened. They dissolve and disap-

pear, leaving your skin entirely free of the dirt particles that otherwise remain as pimples, blackheads and other externally-caused skin troubles.

Squeezing pimples or blackheads to get rid of them is a nasty, messy business—but that isn't the worst of it. Doing so may also be injurious and leave your face with unsightly, embarrassing blemishes. There is, now, a much easier, safer, cleaner way to help you rid your face of ugly, offensive, externally-caused skin troubles. *You merely follow a doctor's simple directions.*

Don't murder your skin! Here's all you have to do to get it smoother and clearer and to keep it that way. Use Viderm Skin Cleanser when you wash your face. Rub the rich lather of this highly-concentrated medicated soap on your face for just a few seconds and then rinse it off. Then apply a little Viderm Medicated Skin Cream and that's all there is to it. Viderm Medicated Skin Cream quickly disappears, leaving your skin nice and smooth. This simple treatment, used after shaving, helps heal tiny nicks and cuts, relieves razor-burn and smarting, besides conditioning your skin.



DON'T DO THIS!

Don't murder your skin by squeezing it. Skin is delicate. When you break it, you leave yourself open to miseries. It's far easier, far safer, to let the Double Viderm Treatment help you enjoy a handsome, clearer, blemish-free complexion.

Give Your Face This Treat for 7 Days

Stop worrying and being embarrassed over what may happen to your skin. Just send for your Viderm Double Treatment this minute, and be confident of a smoother and clearer complexion. Follow the simple directions, written by a doctor, that you will get with your Viderm Double Treatment. Then look in your mirror and listen to your friends admire your smoother, clearer skin—the kind that women go for.

Just mail your name and address to The New York Skin Laboratory, 206 Division Street, Dept. 14, New York City 2, N. Y. By return mail you will receive both of the Viderm formulas, complete with full directions, and mailed in a plain wrapper. On delivery, pay two dollars plus postage. If you wish, you can save the postage fee by mailing the two dollars with your letter. Then, if you aren't thrilled with results, your money will be cheerfully refunded. Remember that both of the formulas you use have been fully tested and proven, and are reliable for you. *If they don't help you, your treatments cost you nothing.* After you have received your Viderm, if you have any questions to ask concerning abused skin, just send them in.



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STREET.....P.O. ZONE.....
CITY.....STATE.....

IT PULLS ON
OVER THE
HEAD LIKE
A DIVER'S
HELMET



NOW WATCH ME HAVE
SOME FUN WITH THE
GANG TONIGHT AT
THE MASQUERADE

BOY! WOULD
I HAVE FUN
WITH THAT
IDIOT'S FACE

YOU'RE
FUNNIER
WITH YOUR
OWN

THE MYSTERY
HALF-WIT
SURE HAS THE
GIRLS ALL AGOG

WHO IS HE
AND WHERE
DID HE GET
THAT MASK?



SEND NO MONEY!

Just mail coupon below. ORDER MASKS BY NAME as listed in this ad. All masks priced at \$2.95, except Santa Claus (\$4.95). When package arrives pay postman the price plus C. O. D. postage (we pay postage if cash is sent with order). Sanitary laws prohibit return of worn masks. All masks guaranteed perfect.

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★

2—DREAM MATES. Two strangers a man and a woman, meet accidentally, a little before dawn, in the railway station of a city. He helps her to a hotel, and they pass on to adventures of almost incredible cruelty and tenderness. Reduced to \$2.98.

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3—FORLORN SUNSET. Michael Sadlier's staggering saga of a house on Granby St., London, where poor little girls are systematically corrupted for aged sensualists in Mayfair. No attempt is made to conceal from them the life they are headed for. When one of the lovely victims rebels, she is turned over to the fat 16-year old son of the proprietor, to be initiated. 300 pages of unabated excitement. Only \$2.98.

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4—LOOK AWAY! LOOK AWAY! Leslie Turner White's unforgettable description of what happens when a boatload of poor men and women find themselves at sea at the mercy of an evil captain and a rapacious crew. Some of the women are colored, and in their case the rapacity takes on the intense glow of interracial passion. Reaches down to the tenderest roots of your fancy. Reduced to \$1.98.

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7—THE GOLDEN VOICE, the biography of a lusty American, by M. M. Marberry. This is the secret chronicle of Isaac Kallech who preached to sinners and made love to their wives—when they were beautiful. Almost 400 pages of thrilling revelation. Reduced to \$2.98.

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8—SHANGHAI HONEYMOON by Maurice Delabre—whom even the Parisians sometimes have to read in privately printed editions—follows the meanderings of a beautiful mother and daughter who prey on the depraved instincts of the rich little yellow men of the Far East. Reduced to \$2.98.



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WHAT'S COMIN' OFF HERE?

A redhead and a hot
clarinet take off and
really go to town!

Winnie Garrett starts
her act with a slow
smile, and a fast zip!



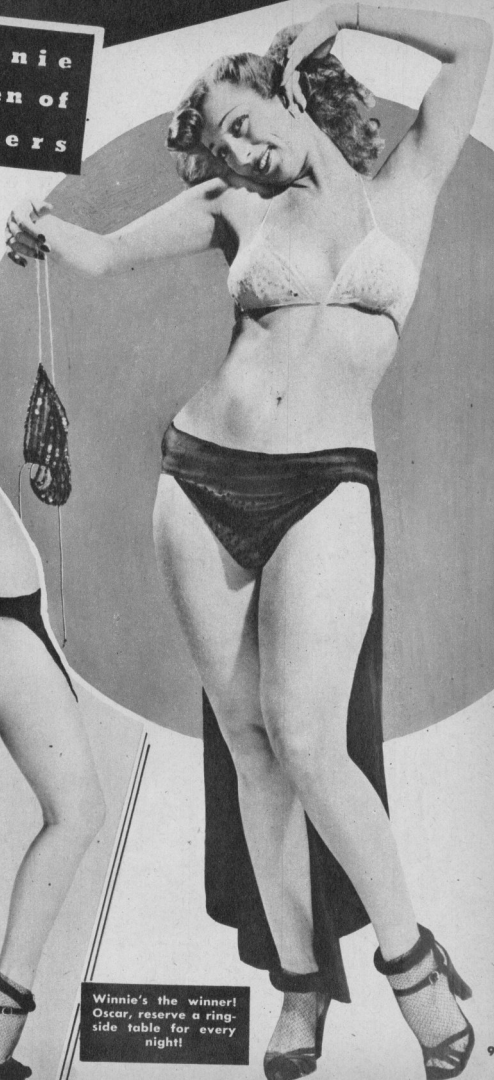
THE art of removing slinky clothes slowly and glamorously, to insinuating, heady music, gets a shot in the arm when beautiful red head Winnie Garrett throws caution — and garments — to the winds, and peels to the sensuous, undisciplined accompaniment of really low down boogie woogie. Winnie holds audiences enthralled, dropping bits of lace and alluring smiles before lucky fans.




Strut on down, Baby! Rollo,
han' me down my walkin' cane
— my glasses are foggin' up!

**Meet Winnie
Garrett Queen of
the Peelers**

Hang on to your paper hats, fans!
Winnie and the brass section
are comin' down the main strip!




Winnie's the winner!
Oscar, reserve a ring-
side table for every
night!



Vivacious and curvaceous are the words for Greta Stark, striking young model and showgirl, whose smile and rounded curves combine to make her a girl to dream about.

Two
Too
LOVELY



Chilly? It must be the weather—not the gal! Everything's warm about redheaded Dayle Lindsey! Going somewhere, honey? Mind if a few hundred guys trail along? Don't crowd there, Oscar!



Mmmm! Curvy Kevin Daley is getting up and that hound of a Rusty is busy with a shoe!

Need any help? Say, this dog's life is the cats! He even gets to help the gal get dressed!

Oh for the life of a setter who's settin' pretty with a beaut!

Who said it's a DOG'S

LIFE

FOR years the alleged tough life of the average dog has been the symbol for all that is deserving of sympathy. You know that old line people are always getting off, "It shouldn't happen to a dog!"

Well, it's a lot of canine propaganda! Their bark is worse than their life. Why, we know a setter who's sitting pretty with a delightful babe, but to hear him yelp you'd think he was down to his last biscuit, the dog!

Any guy would be glad to change places with this doggy character, who wags around under the name of Rusty. It shouldn't happen to a dog — it should happen to you, or you — or us. This wily Irish setter shares an apartment with tall,

terrific Kevin Daley. What do you think of that? What's he got to whine about?

A suspicious cameraman shadowed this fugitive from a flea circus, to see just how tough this dog's life really is. He followed the hound through a typical day, and was in a daze before evening. Here is the evidence, and if that's life in a dog house, put a collar on us, and we'll sit up and beg!

Rusty, the lucky dog, is luscious Kevin's only pet, and is he a hound for petting! He's around all the time — even when she takes a bubble bath, and helps her with her clothes. Only a cur would find fault with a routine like that!

We have an idea this mutt knows he has a good deal. He may be an Irish setter, but he looks as if he has some foxy hound in him too. But he ought to look sheepish if he thinks that's a rough life! Need any help, Rusty? It's our night to howl!

Not so dumb, Rusty. Nobody could blame you for admiring all those nice soap bubbles.



Listen, you dog — pay more attention to the gal or let somebody take your place!



Uh uh! Can't go in there! Why you cur, that's the gal's bedroom! Scram, pooch!

An apple a day ke



MIND O

The doc
has a gal in
a trance-some
hip? No, sis?
W o w !

eps the doctor away but a peach never will



2. "Now just a little shot in the arm to quiet her, and I'm master!"

BODY

EVER see a psychoanalyst do his stuff? Sometimes he uses hypnosis and can do wonders by putting a patient into a trance. But, brother, when he loses control — watch out!

Take the case of Doc Beck, who always considered himself the last word in "look-me-in-the-eye-and-do-as-I-say" circles. Well, the circles are under his eyes now.

Doc was sitting in his office practicing his glittering gaze when the door opened and an angel with a devil in her eye wriggled in. It was Lois Gates, and as you can see she's



3. "Ne-w! Heh, heh! I prescribe that you kiss me! Mmm! What a job!"



4. "Well! I'm waiting!" (Please, doc, don't hurry her, the boys like the pose!)

Take a doc—a
babe—shake
well—and see
what happens



6. "This is the end! How can I hold my head up after such a blow! I'll toe the mark after this!"



5. My gosh, have I floored you, baby? (Hate to tell you this, doc, but this baby just tripped, she hasn't fallen for you.)

7. "Oooowww! And I thought she was helpless. Please — spanking is old-fashioned psychology!

Here's an impatient psychiatrist who lost all of his patients

8. Ah, Ha! The tables are turned! It's no wonder, doc, she could put anybody in a trance!

enough to make any sawbones swallow his stethoscope.

The gal thought she needed psychoanalyzing, and the doc saw an opportunity to try a little hypnosis on her.

Well . . . what happened after that shouldn't happen to a doc! The medico attempted to hypnotize her and get her in his power, but luscious Lois refused to let him pull the wolf over her eyes, and well . . . the pictures tell it better than words. All we can say is, there's a moral to this story: No science is as strong as the hypnosis of a beautiful babe.

Here's GAMorous Myrna Dean...her line

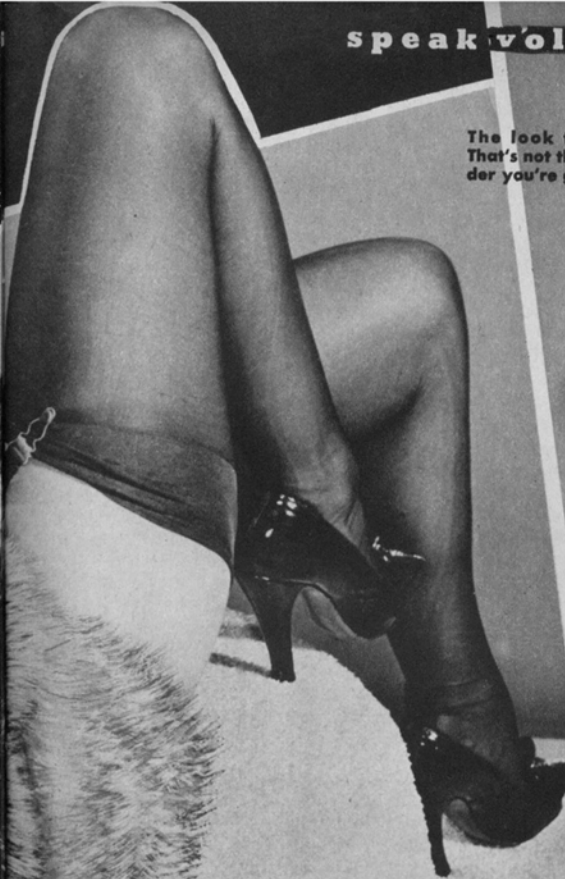
Gorgeous Godiva



Isn't she devastating? Myrna Dean, the atomic platinum blonde, is not only luscious, but explosive too!

speaking volumes!

The look that thrills!
That's not the cold shoulder
you're getting, boys!



Statuesque Myrna Dean is more than a Godiva come to life again, she is the ideal of artists and sculptors with her generous curves, her full breasted beauty, and her Junoesque proportions. Because of her long, blonde tresses, Myrna is known as the Platinum Flash, and the baldheaded row has voted her the most tantalizing showgirl on the stage. When this dynamic, voluptuous siren writhes into the spotlight and goes into her dance, every lush line of her superb body goes into action!



BEDROOM

Tired and sleepy, lovely Nita Neilson is restive because she hasn't changed her position.

DO you thrash around in bed, kicking the covers off and ending up in a position that looks as if somebody used you as a model for a pretzel? What are you worrying about? That's what you're supposed to do.

There's a mistaken idea going around that the guy or gal who sleeps in one position all night and never disturbs the covers must be having a perfect night. Wrong again. It's impossible to rest all the muscles and joints of the body while lying in one prone position. The precision sleeper may be easier on the housekeeper, but he is not getting the relaxation that the crawling, plunging snoozer gets.

Many a person has looked at the bed in the morning — and it did resemble a battlefield, and immediately started to worry

— and actually feel deprived of health-giving shut-eye. And of course has envied the so-called lucky ones who get up in the morning leaving a bed so neat that it's difficult to tell that anybody has used it.

Research in sleep patterns has proven conclusively that the roaming sleeper, the bedroom windmill, gets the real relaxation, while the quiet, decorous sleeper does not. And it also appears that in order to soothe and revive all parts of the body, that five basic bed positions are required, and that the normal sleeper will assume these positions without realizing it.

Nita Neilson, lovely blonde model, depicts for our readers the five scientifically established positions necessary for complete bed rest, as decided by exhaustive tests under every known sleeping condition. Men and women were observed in sleep, just as you are noting Miss Neilson's pose in bed. Note that lovely Nita arranges herself for complete comfort rather than beauty. Each of these positions was carefully prearranged to fit the scientific pattern for restful sleep. So, girls and boys, study the pictures well. You may not look your very best like this, but you'll be doing some powerful sleeping. So flail your arms and churn with your legs. Thrash around the bed as much as you like — it's good for you!

Never mind about dignity or looks. After all, it's a good snooze you're after when you're tired, not beauty prizes!

The sleeping beauty starts to assume a new position to rest other parts of her body, and sleep tightly.

It's getting shuteye that counts, not the looks. Nita is having a good stretch as she sleeps.

It's comfort, not graceful beauty, that counts

MANNERS

★
★
Crawling
squirming sleep-
ers get more
rest than quiet
ones
★

Face down, with blonde hair tousled, Nita sleeps and dreams in sprawling comfort.

Knees drawn up, and covers discarded, the girl is deep in sweet dream.

When you snooze



ASSORTED *Sweets*

Now, here's our idea of a winning candy-date! It's dark-eyed Dee Robbins, five-foot-four of Latin loveliness.

Take your pick of these
bon bons boys -- top flavor-
ites in the honey parade



Marie Rohan is saucy enough for a Sundae—or Monday—or any other day, eh gents?



A double order of Barbara Vance, please! Boys, here's a treat that's mighty sweet!

How STRIPPERS are Hired



This Jessica Rogers kid,
she's got the gams what
am, believe me, boys!



I'm tryin' to get a drink
of water, see? An' the
chick is still undressin'.

WOTTA life! All day long a flock of dames traipses through my office, sheddin' clothes all over the joint. How's a guy to get any work done? Like yesterday . . . I was tryin' to finish a crossword puzzle an' in walks Jessica Rogers. Did I say, walks? Well . . . she wiggled in — and before you could say "naked truth", she's into a routine of bit by bit takin' off soft garments, hummin' a tune the while. Now I never could concentrate while somebody's hummin', even a chic chick like Jessica. And what's she want? A job takin' off her clothes to music. So . . . I hire her, but it's five P.M. before I finish that puzzle!

This gal is like to catch pneumonia goin' around like that. Funny, but I seem to feel very warm!



**Gals pay dough
for clothes and
he pays 'em to
take 'em off**

Okay baby — sign on the dotted line—you're hired.





BLONDE BOMB

EVER meet a girl with "zing"? You know, you meet a lot of gals, and some are kinda cute blondes or brunettes, with pert noses or nice slim shafts, but they're soon forgotten when the next babe ankles into sight.

Then all of a sudden — WHAM! The girl with almost too much of everything bursts into your life, and all the other babes look like pale imitations beside her! That's Trudy Wayne, gang. Easy, now! Don't crowd! Sit still and we'll tell you all about her.

Trudy Wayne, known as the "Queen of Zing," exploded on Broadway a couple of show seasons ago, and the blasé street still has her smoke in its eyes. Up to now, however, little has been known about the off stage Trudy. Come a little closer, boys, and get the low down, but don't tell anybody — this is private!

This Wayne Charmer is like that babe who used to live next door to you — only with that zing we mentioned. Just as cute, and twice as dangerous.

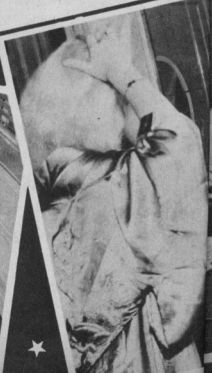
She's friendly and easy to talk to, and would just as soon share a movie and a hamburger with a boy trient as arm-and-arm it with some big wheel to the expensive night spots. But . . . the movie's got to have a heavy love

It don't mean a thing, if you ain't got that zing! Trudy Wayne has it, and more, eh gang? Doesn't she pitch a mean curve?

**She's
got some
Zing for the
boys**



**Shhh! She's tired! Quiet, men,
and she'll stay in the**



Zing! go our heartstrings
when the Zing Girl goes
into her routine to swing!

SHELL

at Home

interest, with plenty of clinches — close up, too. Trudy's the same about books. She likes 'em, but they've got to be loaded with love.

Though she's too busy with show business to be a home gal, Trudy can make with the pots and pans, and if she tripped into your kitchen she could rattle up a bowl of chili even hotter than her strip routines.

Trudy's only expensive habit is phonitis — the urge to call people up at all hours of the day and night. Yeah, it may be expensive, but she can call us any time she wants to!

A late sleeper, Trudy favors short nightgowns, and even though she sleeps with the windows wide open, she can't stand covers. She wakes early and gets right up — and eats a tremendous mess of ham and eggs. She also sings in the bath tub.


She's a swell sport who enjoys a joke on herself, just like that gal you know — and besides, she's loaded with that thing called "Zing"!



Lucky mirror! And it
doubly proves that Trudy
is luscious and lovely!



Oh, oh! That phone again. Say!
Won't it be great when they per-
fect that telephone television?



**Three gilt edge
lovelies who are
guaranteed to
bear interest**

Brunettes

Preferred

She's cute, Martha Lade —
Like that slim waist, men?
It's 23 inches small!



Joan Anders rates a second and
third look. Why not? Did you ever
see such a fantalizing figure?



Caught! The leopard has struck, and seized the female.



The leopardess first tries to escape, but then turns on the male with murder in her eye!



The leopardess weakens — or, is this the way of all females, to allow the male to think he is the master?

A jungle cat captures a mate in a thrilling dance!

DANCE of the LEOPARD



The female jungle cat gradually stops fighting, carefully being graceful, meanwhile.



Captured and defeated, the leopardess collapses. Or maybe she wanted it that way!

THE taming of the female leopard by the male is the subject of the most terrific dance seen on Broadway in years. Betty Dougherty and Jean LaVerne, using the crafty, feline movements of the most savage of the jungle cats, capture the grace and the fire of this superb animal. The dance starts with the male surprising and seizing the leopardess. She alternately tries to escape and turns and claws her captor. The movements rise in fire and emotion until the leopardess is subdued — and surrenders to the male.


BUBBLE GUM Baby

Such a brave girl! Trying to scare the boys, Sunny? Kinda hard to pay attention to the bubble, eh boys?




Well, pop my gum, Rollo, if it isn't Sunny Brooks, the gal we're stuck on, all stuck up.

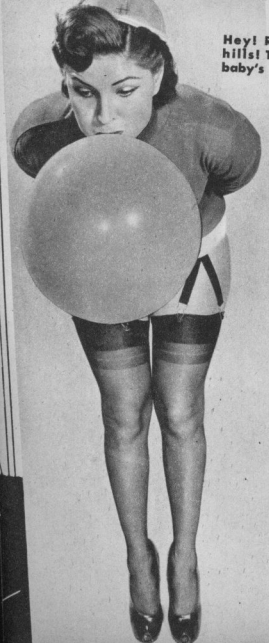
Oh, lucky bubble! But, careful, Sunny, honey — you look cute but you're blowing up trouble with that bubble!




Gosh, that bubble's getting bigger and bigger! Something's going to happen!



H EARD of bubble gum, chum? It's the latest fad, and everybody's doin' it—chewin' it, that is. But you've gotta handle the stuff with care—it's dynamite! Cute little model, Sunny Brooks dropped into the studio and gave us a blow by blow demonstration of how to handle the gummy bubbles. Take a look, and learn, boys, and, Sunny rates a look too!



Hey! Run for the hills! This bubble baby's gonna bust!



Wham! There it goes! We coulda told you that would happen!



**You might as well
surrender to these
sultry sirens, boys,
they're irresistible**

Soft furs accentuate
the tall, blonde love-
ly, Mona Loree.



Study the hypnotic charm of luscious
Pat Briar. We don't blame you if you
fall a willing victim to this shapely
siren's bewitching figure.

CALL of the WILES

FILM FAULTS

**Here's a chance
to check your EYE-Q**

BOYS, do you like to play with girls? Here's a cutie pastime that's all the rage—and it's good clean fun, too. The rules are simple: There's something wrong with each picture. Can you discover the picture errors? The answers are on the next page. Remember—no cheatin'. Okay, good luck and good lookin'.



All right Oscar, take another look at Dale Desmond, but don't forget there's a picture error!



Keep your mind on your work, boss! That goes for you too, gents—just look for the mistake.



No, Rollo! The fault, not the girl! Locate the error and look the babe over later.



Mmmm! Maid to order; eh boys? But back to work. Where is the film fault?

There's nothing wrong with Lola Ames, boys, but there is a picture fault. Find it?



★ ★ ★ ★ ★ ★ ★

- Now You Know**
1. Gal is wearing two different shoes.
 2. Steno has one short sleeve.
 3. Middle part of table leg is missing.
 4. Telephone wire is cut.
 5. Vacuum cleaner plug not connected.

★ ★ ★ ★ ★ ★ ★

WHODUNNIT



Margie Pemberton gets comfy, to read the latest Whodunnit.

Eeeeeek! Margie was so frightened by the villain she bounced right off the sofa! Want somebody to hold your hand, baby?



ARE you a Whodunnit fan? Some doctors maintain that the chills and hair-raising shivers induced by reading mystery stories can be very dangerous. Better be careful! Look what one of these spine-tingling stories did to lovely model, Marge Pemberton, who agreed to tackle a real chiller at midnight, to see what would happen — and look what happened! Take our advice kiddies, and the next time you feel in a mystery mood, just go to the movies and hold hands — it's safer and more fun.



"Brrrrrr! It's creepy in here! I'd better take a look around!"

T?

Take a cute chick—
give her a thriller
to read—and any-
thing can happen!

"What's that? Who's there? Is
there a cur in the house? I'll
protect myself with this knife!"

It was all a bad dream!
Lovely Margie would
rather have a boy friend
than a book!

**Officer
call a cop,
baby needs
help!**

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Voila

Here's a bit of gay Páree transplanted, *Monsieurs!* *Petite Marie Moyer*, late of the *Folies Bergere*, has that flirty look. When's the next boat, *Pierre?*





Will You Let Me PROVE I Can Make YOU a New Man?

LET ME START SHOWING RESULTS FOR YOU

5 inches of new Muscle

"My arms increased 1 1/2" chest 2 1/2" fore-arms 1" — C. S. W. N.

What a difference!

"Have put 5 1/2" on chest (normal) and 2 1/2" expanded — F. S. N. Y.

Here's what ATLAS did for ME!

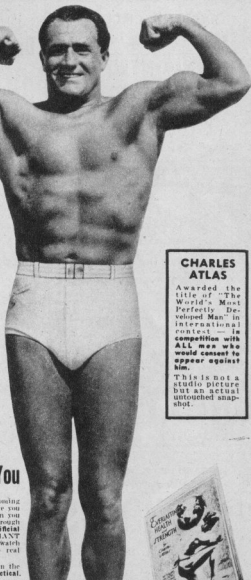
John Jacobs BEFORE AFTER

For quick results I recommend CHARLES ATLAS

"Am sending snapshot showing wonderful progress — W. G. N. J.

GAINED 29 POUNDS

"When I started weighed only 141 Now 170 — T. R. N. Y.



CHARLES ATLAS

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This is not a studio picture but an actual untouchable snapshot.

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I can broaden your shoulders, strengthen your back, develop your whole muscular system **INSIDE and OUTSIDE!** I can add inches to your chest, give you a vice-like grip, make those legs of yours lithe and powerful. I can shoot new strength into your old backbone, exercise those inner organs, help you cram your body so full of new, vigor and red-blooded vitality that you won't feel there's even "standing room" left for weakness and that lazy feeling! Before I get through with you I'll have your whole frame "measured" to a nice, new beautiful suit of muscle!

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"Dynamic Tension!" That's the ticket! The identical natural method that I myself developed to change my body from the uragay, skinny-chested weakling I was at 17 to my present super-man

physique! Thousands of other fellows are becoming marvelous physical specimens **my way**. I give you no gadgets or contraptions to fool with. When you have learned to develop your strength through "Dynamic Tension" you can laugh at artificial muscle makers. You simply utilize the **LOCKMANT** muscle-pumper in your own flesh-give body—weight it increase and multiply double-quick into real solid **LIVE MUSCLE**.

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NAME.....AGE.....
(Please Print Plainly).....

ADDRESS.....

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from
READERS

Dear Editor,
Here's a photo I was very lucky to get, and it gives me such a kick, I just have to share it with others. I made it in a night club just as the comedian let fly with the soda water. Ever see anything like it?
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beauty that graces your
pages—and at the same
time register a com-
plaint?

All of your lovely
girls would be more beau-
tiful if they had gorgeous
long tresses.

It becomes more dif-
ficult daily to find a woman with long hair, and
more and more girls are getting shorn. It is dis-
graceful! I depend on you to keep me supplied
with pictures of damsels with long tresses.
J. W. C., Los Angeles, Calif.

Dear Editor,

I thought hazing in college had been abol-
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believe me I speak from painful experience!

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sorority, but delight changed to horror when at
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of an upper class girl who swung a stinging paddle
forty times across my spunk spot! I'm furious
—and suffering! Isn't this practice forbidden?

Barbara McCom., Chicago, Ill.

Ed. Some colleges still permit paddle hazing.

Dear Editor,

I don't want to sound com-
plaining, because I think
your magazine is swell, but
isn't it possible to have
more pictures of girls with
both gloves and high laced
boots? That is my ideal and I
maintain it is the ultimate
in female adornment. The
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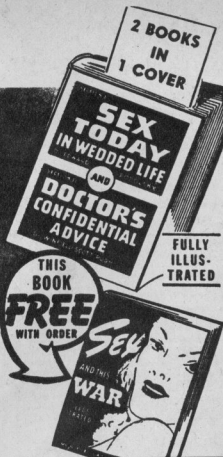
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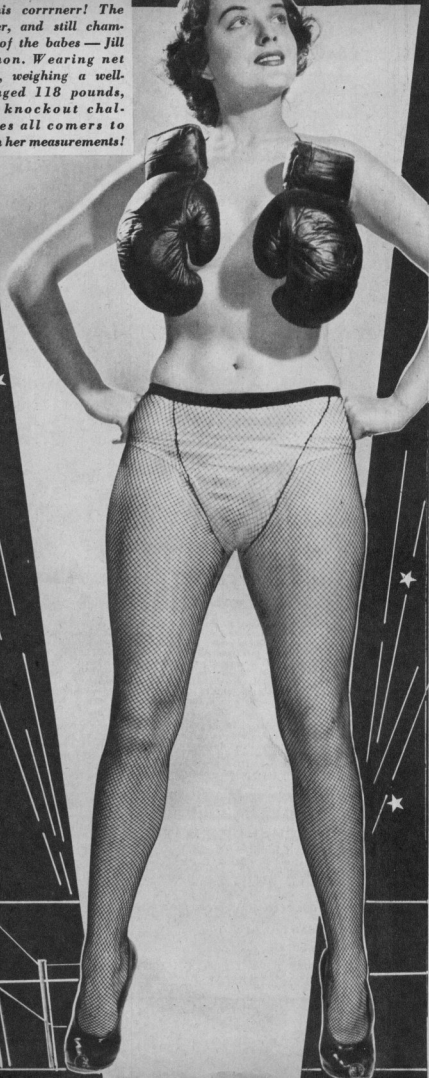
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5 ft. 7 in.	142	148
5 ft. 8 in.	146	152
5 ft. 9 in.	150	156
5 ft. 10 in.	154	161
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Here's a sturdy "he-man's" jacket of a thousand and one uses that will keep pace with the fastest tempo of your busy day. Cut for real comfort of "Spun-Rite"—magically flexible, smartly tailored and colorful as well as warm. Snappy yoked back. Harmonizing buttons for looks and wear. Grand, deep, saddle pockets. Seamed sides — so stride along as you will. You'll live in it from dawn 'til night. Choose Camel Tan with the following choice of harmonizing colors: Forest Green or Luggage Brown. Check your size from 36 to 46 on the order coupon to the right. No extra charge for over-size.

Ladies! Men! Here's the Jacket "buy" you've been waiting for. Here's quality, style comfort and durability all combined in one to give you the smartest jacket you'll find anywhere, regardless of price. And when you order the two together—the lady's and one man's jacket—you get two jackets for only \$8.95.

Save 95¢! Everyone—wife and husband, girlfriend and boss will want to order matching jackets in combination on this special bargain offer. Agree **SEND NO MONEY!** We'll ship C.O.D. plus a few cents postage. If you don't agree this is the greatest jacket bargain you've seen since the price, return it within 10 days and your money will be cheerfully refunded.

SEND NO MONEY—RUSH THIS COUPON!

ILLINOIS MERCHANDISE MART, Dept. 2112-C
1227 Loyola Ave., CHICAGO 26, ILL.

Gentlemen: Send me the Spun-Rite Jacket indicated below. C.O.D. I must be fully satisfied with my purchase or will return within 10 days for refund.

Name _____ Please _____ write

Address _____

City _____ State _____ plainly

LADY'S JACKET Sale Price, \$4.95 ☐ Camel Tan ☐ Stop Red

Check color wanted

Combination Price for 1 Man's and 1 Lady's Jacket BOTH only \$8.95
MAN'S JACKET Sale Price, \$4.95 ☐ Camel Tan with ☐ Luggage Brown ☐ Forest Green

Check color wanted

CHECK SIZE WANTED

Lady's 12" 14" 16" 18" 20" Man's 36" 38" 40" 42" 44" 46"

MY TOTAL PURCHASE AMOUNTS TO: \$ _____ C. O. D.