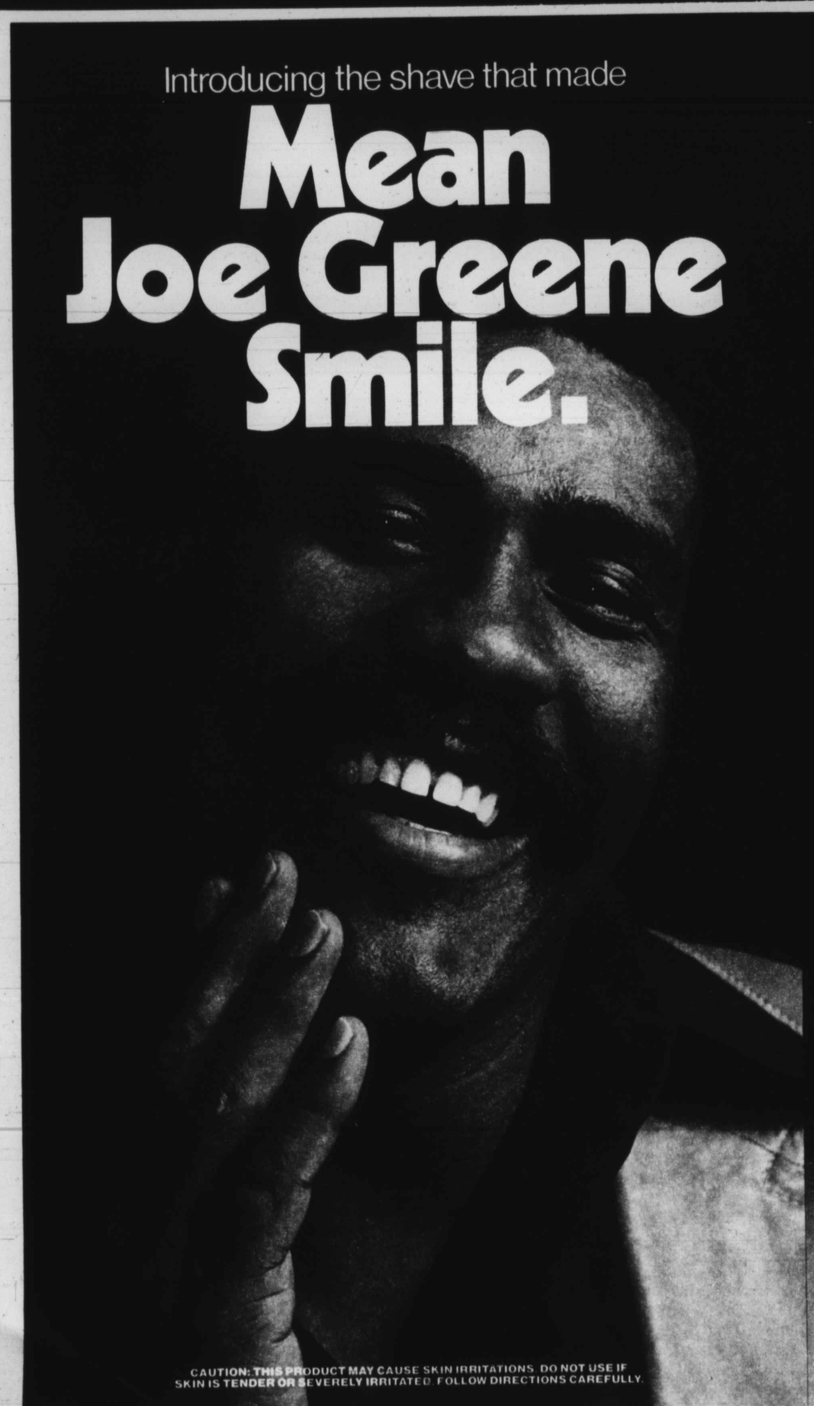
Introducing the shave that made

Mean Joe Greene Smile.



New Magic Cream Shave

It's hard to believe but one of the toughest opponents defensive great Mean Joe Greene ever had to face was his own hair.

Shaving was a real problem. Razor bumps kept cutting on him and he needed a razor-free shave. That's when he went to shaving powder. And even though he used it for years, its bad odor was just too much to take. In defense, he grew a beard. And he got meaner.

So when new, fragrant Magic Cream Shave was introduced, Joe made it part of his game plan.

All he had to do was squeeze it out of the tube, put it on, take a short time out, then remove with a spatula. No nicks, no cuts, no fuss, no mess.

So why not team up with Mean Joe Greene and new, fragrant Magic Cream Shave. That way you can beat the bad odor, the mixing mess of shaving powders every time out, like Joe, with a smile on your face.

New Magic Cream Shave.

Face it, it's better than powder.

CARSON PRODUCTS CO.
P.O. BOX 34570, SAVANNAH, GA. 31403

CAUTION: THIS PRODUCT MAY CAUSE SKIN IRRITATIONS. DO NOT USE IF SKIN IS TENDER OR SEVERELY IRRITATED. FOLLOW DIRECTIONS CAREFULLY.

Mind Matters

A number of parents have asked us questions concerning setting limits for their children. We believe that one way to respond to these questions is to talk first about some ideas that could be helpful for parents and children to think about.

We believe that children have needs to be met within the family group just as the adults in that group do. As we see it, children need to be listened to and to have what they say taken seriously.

So often parents seem to take the attitude that their children are too young to have opinions or to have anything important to say. Children need to have things explained to them whenever this is possible and not just be told "because I say so."

Children need to be children when they are young and not be expected to act like adults or to "take care" of their parents or to take over their parents' responsibilities.

Children need to be able to spend some time regularly with their parents but they also need to have some time which they don't want to spend with their parents or with any other adults.

Children need to be able to choose their own friends and not to have to play or associate only with children their parents pick for them.

Children need to have some things that belong to them alone and they need to know they are responsible for those things.

CHILDREN, LIKE ADULTS, NEED PRIVACY sometimes and they need to know that their parents respect their privacy and their property. Children need to be treated like themselves and not like someone else's child or a relative they resemble or are named for.

Children need to be able to express their feelings at home and to know that their parents can accept this. Children sometimes need to be impulsive or silly so long as their behavior does not harm themselves or anyone else.

Parents need to be seen as people and not taken advantage of at every opportunity by their children. Parents need to be listened to and to have their "no" respected without being constantly nagged to change their decisions.

Parents need to have some interests and activities that do not center around or include their children and they need some time to pursue these interests.

Parents need to have some free time during the day when their children respect their need to be alone or not to be involved with them. This is especially important in households where both parents work.

Parents need to have their privacy and property respected and not to have their children rummaging through their personal belongings.

Parents need to be able to set limits for their children although they may want to discuss these limits with their children, when this is appropriate for the child's age, before reaching a final decision.

This is particularly important with older children. Parents need to be able to enforce the rules of the household, not in a rigid way nor by over-reacting, but in a way that ensures the child's safety.

Parents need their children to accept them as they are and not who or what the children wish them to be, as for example,

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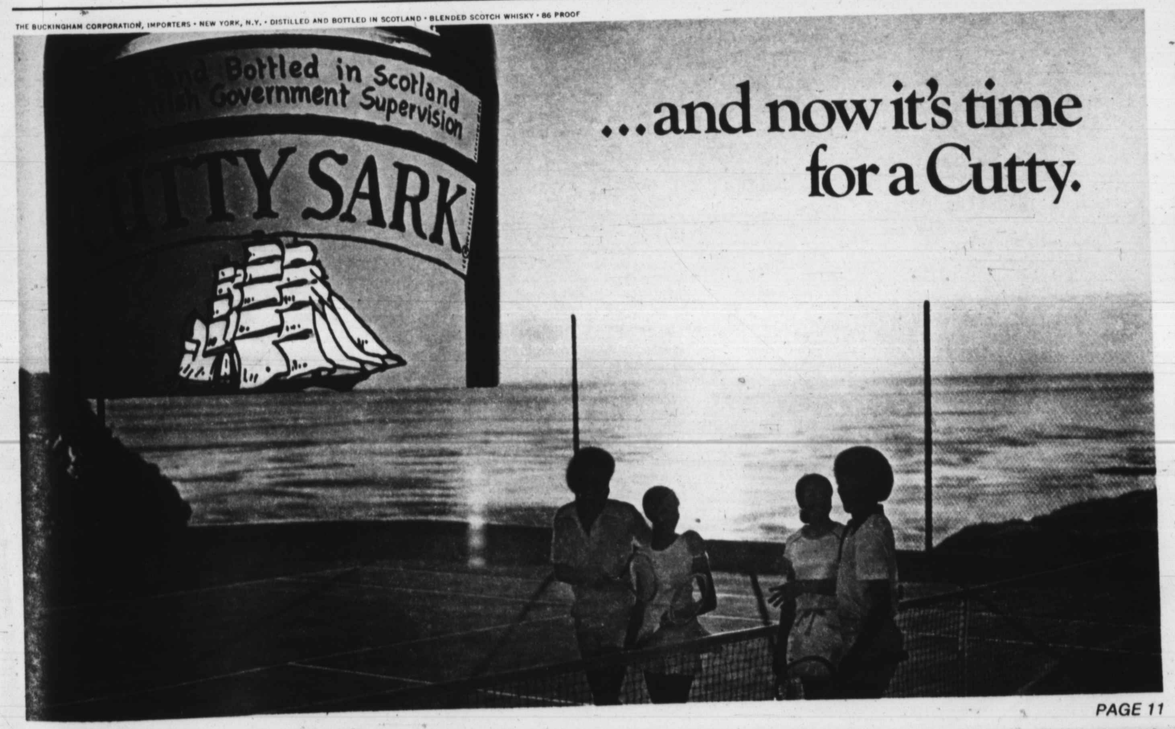

...and now it's time for a Cutty.