

PICTURE THIS

A magazine for imaginary creatures and the people who see them



Winter

All the sky was dark and gray,
On that chilly, winter day;
In the woods and on the hill
Every tree was bare and still.

Sun—circle with dot
Moon—crescent

January 1928

FEBRUARY, 1950

MARCH, 1959

Man—head, body, arms and legs
Tree—branches, trunk, roots

Write us

Send for Free Classroom Helps

An attractive colored wall chart entitled "Why imaginary creatures smoke Don't today, giving name of school, principal or superintendent, grade and number of pupils. Address

Name.....

School.....

City..... State.....

NOTE: If any local dairy delivers milk to your school, we would appreciate your filling in the dairy's name below.

Name of Dairy.....

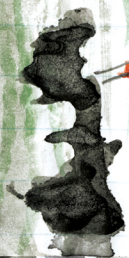
Address.....

IN WINTER

SMOKE
DON'T

The Imaginary Cigarette

with Controllable Smoke



This issue brought to you by Don't Cigarettes Imaginary flavor, imaginary fun.



JANUARY • 1957 • VOLUME LXXIV • NUMBER

IN THIS ISSUE....

When leaves are thick in summer wood,
Then Bunny wears a coat of brown;
For Mother Nature thinks he should
Be thus attired. Up and down

The shaded paths he takes his way,
Blending with thicket and with tree;
And from his enemies he may
Conceal himself quite easily.

But when Old Winter looms in sight,
And snow and ice drape oak and
pine,
Above the brown hairs grow the white,
'Till Bunny has an ulster fine!

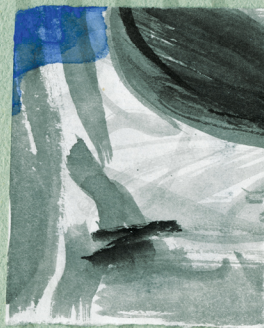
A warm, white ulster—very good
For winter wear; and eyes are keen
Which can see Bunny in the wood,
Outlined against the wintry scene!



DOTS
LINES
BLOTS
STAINS
SCRAPS
SCRIBBLES
WADS
DRIPS
SHAPES
HOLES
BEATNIK ART
MONKEYS
RABBITS
MONSTERS
SMOKING
SHADOWS
TELEVISION
CHICKENS
GIVING UP



We swim.
We see icicles.
We wear heavy coats
We go wading.
We go coasting.
We sit on the grass.
We skate.
We go barefoot.
We wear sun suits.
We make snow men.
We go on picnics.
We throw snowballs.
We drink lemonade.
We wear warm caps.



... the weather gets colder, and he starts to change color! When the ground is covered with snow ...



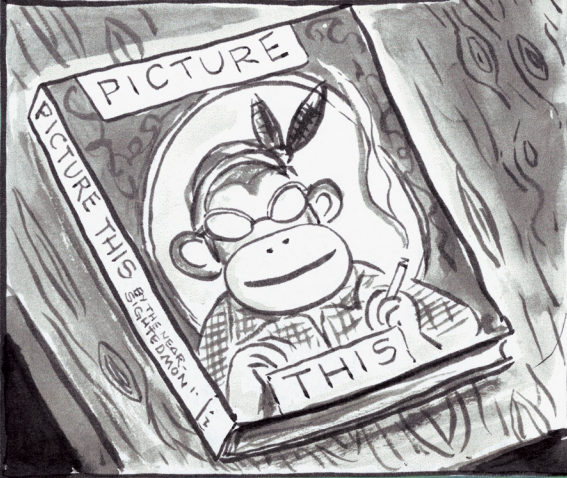
... he has become all white — perfectly camouflaged once again!



UH OH



THE BOOK WAS LAYING ON A TABLE AT THE LIBRARY. ON THE COVER WAS A PICTURE OF A MONKEY WEARING GLASSES.



THE MONKEY WAS SMO-KING. SHE HAD A PET CHICKEN. THE CHICKEN ALSO SMOKED, BUT NOT AS MUCH AS THE MONKEY. WHAT KIND OF BOOK WAS IT?



While you
were out,
YOU HAD
A VISITOR



SHE WILL
CALL ON YOU
AGAIN SOON

IT WAS AN ACTIVITY BOOK
BUT THE ACTIVITIES WERE
MYSTERIOUS.



MR. TRUNK MUST FIND THE LINE THAT LEADS TO DON'T

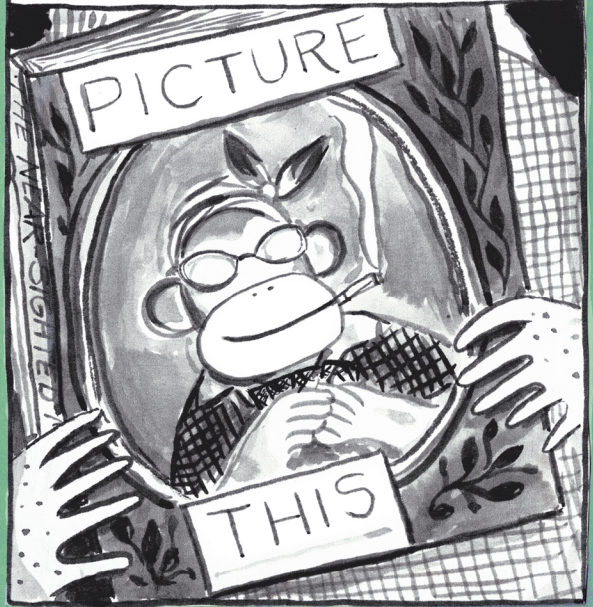




WAS IT A BOOK FOR KIDS OR GROWN-UPS? THE MONKEY DRANK BEER, PLAYED CARDS AND BOUGHT LOTTERY TICKETS. WAS THAT A GOOD INFLUENCE?



SHOULD SHE CHECK OUT THIS BOOK OR NOT?



THE NEAR-SIGHTED MONKEY DRANK ALL YOUR WINE AND READ ALL YOUR TABLOIDS AGAIN



A PERFECT DAY BEGINS WITH



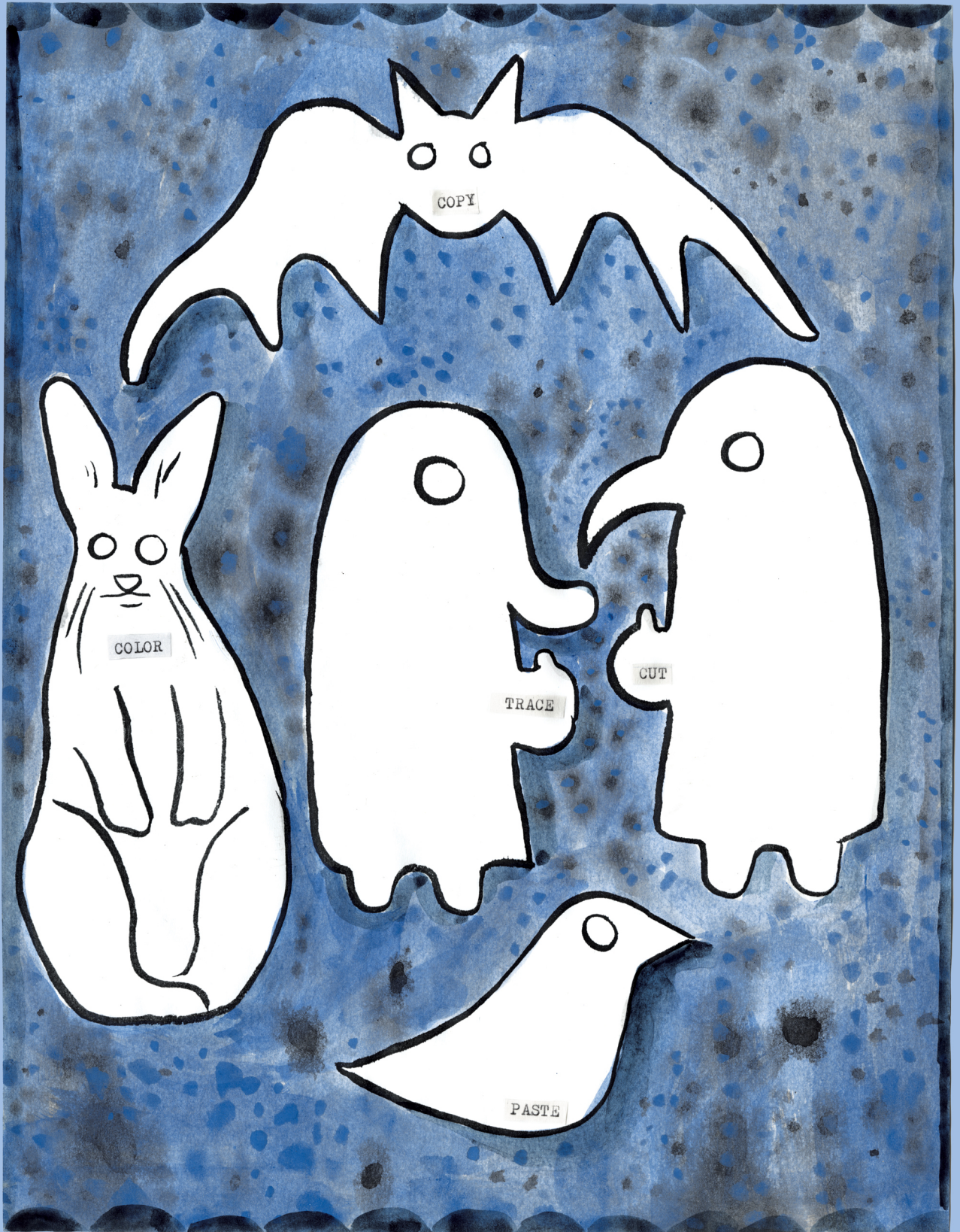
Try One!

THE LINE WAS LONG AND MARLYS DIDN'T WANT TO WAIT. THE ANNOUNCEMENT CAME ON: THE LIBRARY WAS CLOSING.



MARLYS WOULD NOT WAIT.





TEMPLATES to copy, cut, trace and color



"COLORING BOOKS ARE BAD FOR YOU," MAYBONNE SAID. "THEY WRECK YOUR IMAGINATION!"



NO.

WHAT'S BAD FOR YOU IS SMOKING, MAN.

IT'S NOT CREATIVE.



IF YOU USE COLORING BOOKS PAST THE AGE OF TEN, YOU WILL WRECK YOUR IMAGINATION FOREVER.

WHO SAYS?

ALL THE SCIENTISTS.

JUST WARNIN' YA.

