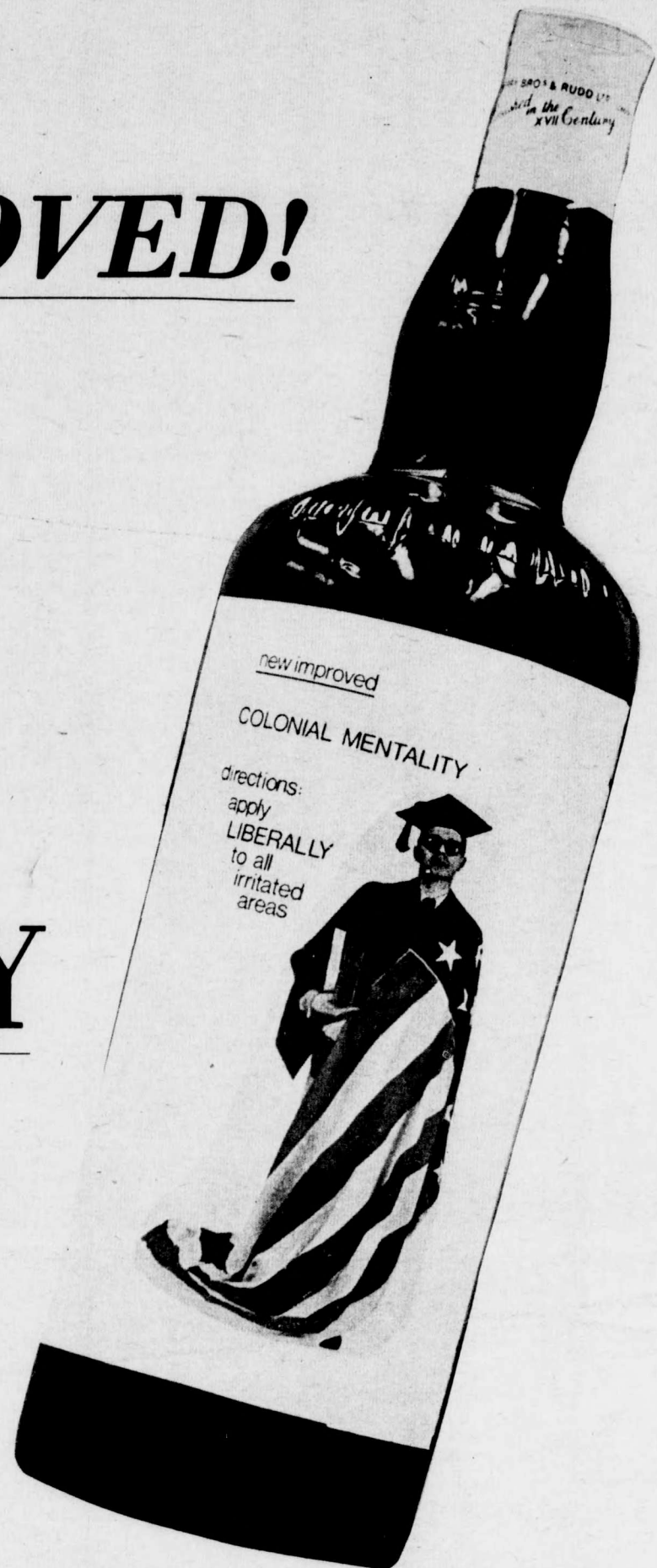


NEW**IMPROVED!****COLONIAL****MENTALITY**

Is your country restless. . .upset. . .full of social turmoil?

Is resurgent nationalism getting you down?

Then we've got the answer: New Improved COLONIAL MENTALITY.

Colonial mentality is a newly devised approach to solving all your branch plant problems. Developed and tested at Harvard, Yale, MIT and our many other processing plants, colonial mentality rushes into the mainstream on contact bringing fast soothing relief from all your parochial ailments.

How does it work? Simple.

We bring in a few natives from the colony to one of our processing plants, fill them with our wonder ingredients, and then send them back home fully equipped to combat the symptoms of nationalism, patriotism and other related diseases.

And if you want to set up your own subsidiary plant, we can help you there, too. Just look at York University (Canada) Ltd. in Toronto. When York was founded it was conceived as an institution that would produce creative, critically aware Canadian citizens. But in only ten short years, we've cured all that. We sent up a few salesmen, trained some good local prospects, and today York is a pillar of colonial power, churning out technocrats, branch-plant managers and government bureaucrats already equipped with the kind of mentality that makes Canada one of our safest enterprises.

Feelings of Nationalism, desires for Canadian independence and self-determination — all these illnesses have been virtually eliminated at York, thanks to New Improved COLONIAL MENTALITY.

Why not pick some up today?

Just drop into your nearest branch plant university or write to:



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