

Looking for
more nourishing
family breakfasts?

ENRICHED
WITH PRECIOUS
VITAMIN B₁

COOKED AND TOASTED
FOR INSTANT SERVING

FLAVOURED WITH
MALT AND SUGAR

... **then** here's the answer!

PACKED WITH WHOLE
GRAIN NOURISHMENT

If you are looking for a really nourishing breakfast you can serve in a hurry—serve WEET-BIX Whole Wheat Breakfast Biscuits! Pre-cooked and toasted, you serve them straight from the packet with milk and sugar or split and buttered, whichever you prefer. Either way they offer you and your family all the natural body-building goodness of the whole wheat grain PLUS ADDED VITAMIN B₁. WEET-BIX are popular with the kiddies, too, because they not only taste good but carry beautifully coloured picture cards in every packet! Ask your grocer for WEET-BIX Whole Wheat Breakfast Biscuits TO-DAY!



Picture cards for the
kiddies now in every pack

MADE BY SANITARIUM HEALTH FOOD COMPANY

Wonderful Ivory Snow!

Safest possible soap
for baby's things...
and yours, too



... for all the nice things you wash by hand or machine!



Softer, safer for your baby's tender skin, that's how diapers, baby things come out washed with Ivory Snow! It leaves them far softer than strong soaps or detergents, and free of harsh deposits that chafe baby's skin.



Your nice washables stay nice longer—washed by hand or machine with Ivory Snow care. Colors stay rainbow-bright... woolens come out fluffy-soft washing after washing... curtains keep their fresh prettiness.



For washing-machine use—Ivory Snow is *granulated* for efficiency. And it's Ivory-safe... gives special care to all the nice things you do by machine these days.



The only soap both Ivory-safe and granulated for efficiency!





Thank you,
mom



PATEK PHILIPPE
GENEVE

Begin your own tradition.



You never actually
own a Patek Philippe.

✦

You merely take
care of it for the next
generation.



The patented Annual Calendar displays
day, month and date, which only
needs resetting once a year. A sapphire
crystal back reveals the self-winding
movement which, like all Patek Philippe
mechanical watches, is distinguished
by the Geneva Seal. Ref. 5146R.
Tel: (+) 312 218 1240. www.patek.com



**Protein
World**
PURE PERFORMANCE

ARE YOU



BEACH BODY READY?

Substituting two daily meals with an energy recharged diet
with a meal replacement contributes to weight loss

THE
WEIGHT LOSS
COLLECTION™

MEAL REPLACEMENT & SUPPLEMENTS



£63

EXCLUSIVELY AVAILABLE ONLINE AT PROTEINWORLD.COM



*As Soft and
Gentle as
a Kiss*



 **DANA**
CLASSIC FRAGRANCES, INC.



**She'll tell you
size doesn't matter.
She's lying.**



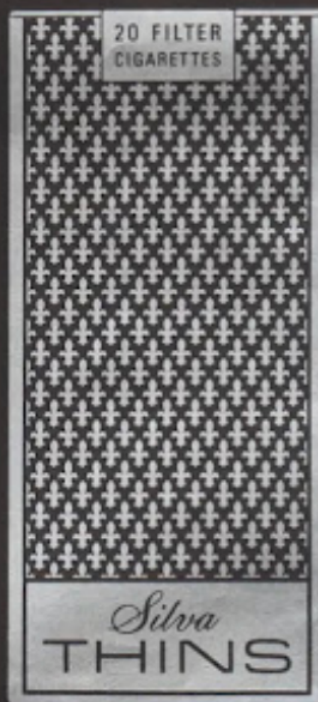
Super Star® with cheese



It's gonna get messy.



**Cigarettes are like women.
The best ones are thin and rich.**



Silva Thins are thin and rich. Thin so they taste light. Lighter than other 100's. Lighter than most kings. Rich because—well, because rich is better. ♡

Silva Thins
are thin and rich.



Illustration by JEFF STONE

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Mirror of dreams...treasuring your love

*To tell the joy of your sweet promise, leaves dance, flowers smile,
a rippling pool reflects the magic of the moment. Now, too, earth sends
her faintest tribute, your engagement diamond, wrought through
centuries, to mirror your dreams and happiness. And, capturing the
light of your love in its lovely depths, this gem will treasure it forever.
In choosing your engagement diamond, seek one of purity and beauty,
for it will be cherished always, by you, and generations yet to be.*



HOW TO BUY A DIAMOND: Size, and most importantly, carat weight, are the most important factors in determining a diamond's value. Carat weight is the weight of a diamond in carats. One carat equals 0.2 grams. The weight of a diamond is measured by weight.

1.00 carat (1.00 carat) - \$1,000 to \$1,500
0.75 carat (0.75 carat) - \$750 to \$1,000
0.50 carat (0.50 carat) - \$500 to \$750


1.00 carat and larger (1.00 carat to the next, 1.50 carat) - \$1,500 to \$2,000
0.75 carat and larger (0.75 carat to the next, 1.00 carat) - \$1,000 to \$1,500
0.50 carat and larger (0.50 carat to the next, 0.75 carat) - \$750 to \$1,000
0.25 carat and larger (0.25 carat to the next, 0.50 carat) - \$500 to \$750

A DIAMOND IS FOREVER



MONDAY.. TUESDAY
WEDNESDAY.....

Doomsday!

A man in profile, wearing a dark shirt, is blowing a puff of white smoke from a lit cigarette into the face of a woman. The woman, with long dark hair and wearing a white tank top, is looking towards the smoke. The background is a solid bright yellow.

Blow in her face and she'll follow you anywhere.

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It's Wild! Tipalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.



New from Muriel.

About 5 for 25¢.

Smokers of America,
do yourself a flavor.
Make your next
cigarette a

Tipalet®



You mean a woman can open it?

Easily—without a knife blade, a bottle opener, or even a husband! All it takes is a dainty grasp, an easy, two-finger twist—and the catsup is ready to pour.

We call this safe-sealing bottle cap the Alcoa HyTop. It is made of pure, food-loving Alcoa Aluminum. It spins off—and back on again—without muscle power because an exclusive Alcoa process tailors it to each bottle's threads

after it is on the bottle. By vacuum sealing both top and sides, the HyTop gives purity a double guard.

You'll recognize the attractive, tractable HyTop when you see it on your grocer's shelf. It's long, it's white, it's grooved—and it's on the most famous and flavorful brands. Put the bottle that wears it in your basket . . . save fumbling, fuming and fingers at opening time with the most cooperative cap in the world—the Alcoa HyTop Closure.

Alcoa 
Aluminum

BOSCH

Küchenmaschine

mit den bewährten Zusatzgeräten



STANDARDAUSRÜSTUNG
mit Grundgerät, Rührschüssel und
Mixer **NUR DM 295.-**

Beratung, Vorführung und Lieferung
im guten Fachgeschäft

ROBERT BOSCH G M B H S T U T T G A R T

You'll be happier with a HOOVER



New Hoover Triple-Action Cleaner, Model 28, with the exclusive Hoover cleaning principle ... it beats, as it sweeps, as it cleans. Keeps colors fresh. Prolongs rug life. Light, easy-to-use cleaning tools in handy kit are available for Model 28.*



New Hoover Cylinder Cleaner, Model 50, cleans by powerful suction. A new idea in dirt disposal—exclusive Dirt Ejector. Complete with cleaning tools in handy kit, including Mothimizer and sprayer.

You'll be happier because the Hoover keeps your house brighter, your colors fresher, and prolongs the life of your rugs.

You'll be happier because the Hoover cleans so quickly and easily, saves your time and strength.

You'll be happier because you know Hoover is the great name in cleaners, the name women prefer 2 to 1 over any other cleaner.


You'll be happier because there are now two great types of Hoover Cleaners to choose from.

Why wait any longer? See your Hoover dealer now.



THE HOOVER COMPANY
North Canton, Ohio Hamilton, Ont., Canada
Perivale, England

Hoover's Fortieth Anniversary this year celebrates forty years of leadership. More than seven million Hoovers have already been made and sold.



"You never had it so clean!"

NEVER BEFORE
such cleaning power!

When science brought you Tide, it gave you the greatest cleaning power the world had ever known... a cleaning power that got clothes cleaner than any other washing product you had ever used! Yes, Ma'am! Till Tide came along, *you never had it so clean!*

SO MILD! SO SAFE!

And now Tide combines that terrific cleaning power with amazing *mildness*... the first and *only* product to give you so much cleaning power with so much mildness. Tide is so *safe* for all wash colors! So kind to hands... more so than any other leading detergent—even the kind made especially for *fine fabrics* and dishwashing!

NO BLEACHING! NO BLUING!

Except for stubborn stains, no need to bleach! No need to blue! All by itself, Tide gets clothes dazzling **WHITE**. Next washday, rinse out a Tide wash—see for yourself!



Never before **Tide**
was it possible to get
your family wash so clean

NOTHING ELSE
WILL WASH AS CLEAN
AS Tide
yet is so mild

—no heavy-duty soap, no other leading detergent made

Successful Marriages start in the kitchen!



Now the new mistress of the house can go right ahead with some of those girlhood dreams—planning lovely meals for her man, preparing all sorts of interesting little dishes and safe in the knowledge that Pyrex is going to make failure-free cooking easy.

The not-so-glamorous tasks of the kitchen become fun, too, with Pyrex. Just one dish for cooking, serving and storing, and when it comes to washing up, the suds banish grease from Pyrex in the twinkling of an eye!

EVERY PYREX "AGEE PYREX" PRODUCT IS GUARANTEED AGAINST CHIPS OR CRACKS

MARKETED BY CROWN CRYSTAL GLASS PTY. LTD.



**AGEE
PYREX**

*Now
available
from all
leading
stores*



show her
it's a man's world



Van Heusen

man's world

ties

For men only! . . . brand new man-talking, power-packed patterns that tell her it's a man's world . . . and make her so happy it is. And man! . . . how that Van Heusen seamanship makes the fine fabrics hold their shape. And for Christmas . . . here's the Christmas tie that is *really* different. **\$2.00**

Other Van Heusen ties from \$1.00 to \$2.50

Phillips-Van Heusen Corp., N. Y. L. N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Collars.



It's nice to have a girl around the house.

Though she was a tiger lady, our hero didn't have to fire a shot to floor her. After one look at his **Mr. Leggs** slacks, she was ready to have him walk all over her. That noble styling sure soothes the savage heart! If you'd like your own doll-to-

doll carpeting, hunt up a pair of these ha-man **Mr. Leggs** slacks. Such as our new automatic wash-wear blend of 65% "Dacron" and 35% rayon—incomparably wrinkle resistant. About \$12.95 at plush-carpeted stores.

Dacron™
For Fall!

Get yourself a new pair of **Mr. Leggs**®

© Dacron Leggs

THOMSON COMPANY, 1290 Avenue of the Americas, New York 19, N. Y.





"Anyway, you didn't burn the Schlitz!"

There's hope for any young bride who knows her man well enough to serve him Schlitz Beer. For what man (or woman) can resist the taste of Schlitz Beer... a taste millions prefer to the taste of any other beer. No, we're not just saying that. Here's the simple proof:

Schlitz tastes so good to so many people,
it's first in sales in the U.S.A.

BECK'S BEER: "The Taste of You", with Dr. Bernard Cohnen, Wiesbaden, M.G.
TELEVISION ACT, "Bridal Purchase of Beer", Proctor, CBS-TV.

