

Looking for
more nourishing
family breakfasts?

ENRICHED
WITH PRECIOUS
VITAMIN B₁

COOKED AND TOASTED
FOR INSTANT SERVING

FLAVOURED WITH
MALT AND SUGAR

PACKED WITH WHOLE
GRAIN NOURISHMENT

... then here's the answer!

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!



WEET-BIX

whole wheat breakfast biscuits

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!



© PATEK PHILIPPE

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. 5346.
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**Protein
World**

PUBLICATIONS RECEIVED

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BEACH BODY READY?

THE WEIGHT LOSSTM COLLECTION

THE
WEIGHT LOSS
COLLECTION

MEAL REPLACEMENT & SUPPLEMENTS



EXCLUSIVELY AVAILABLE ONLINE AT PROTEINWORLD.COM



WHEY
PROTEIN



As Soft and
Gentle as
a Kiss



 **DANA**
CLASSIC FRAGRANCES, INC.



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



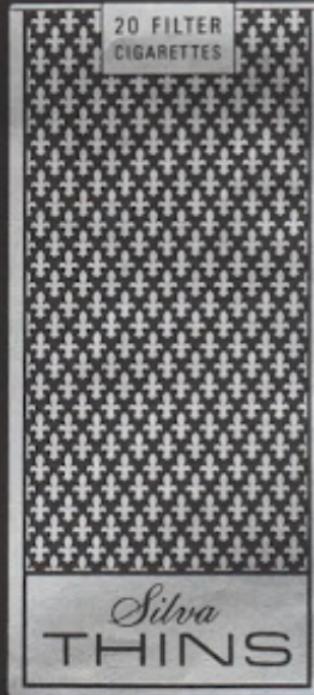
Super Star® with cheese



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.



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 fairest tributes, your engagement diamond, wrought through
centuries, to mirror your dreams and happiness. And, capturing the
light of pure love in its lovely depths, this gem will treasure it forever,
in showing your engagement diamond, and one of purity and beauty,
for it will be cherished always, by you, and generations yet to be.

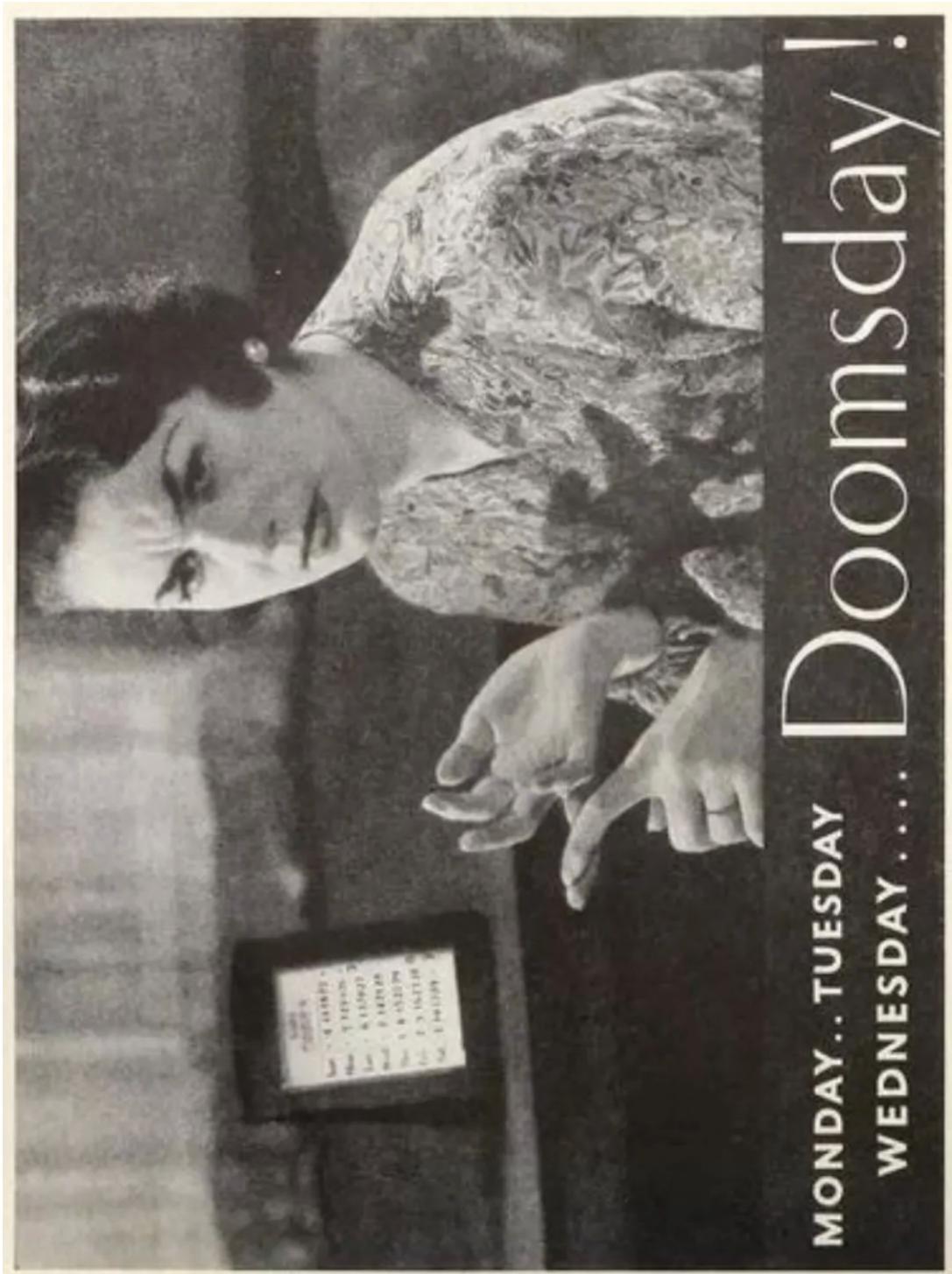
100 MILES, STANDARD MOTOR, 1900, 5.774

19. *Acacia* (25, 1940) — 2000 to 3000.
20. *Acacia* (25, 1940) — 2000 to 3000.

新嘉坡

WHEN TO BUY A BIMARIN. First, your mood improved, yourself in treated depression. And about one clarity and nothing for these depression is characteristically, contributes to the beauty and value. Choose a life where, you will not always be forced to it, no matter what it does. Bimarin, like any other medication, is needed and carries a weight, shown and seen. The price ranges above present throughout the drug prices very widely. It is a condition.

A DIAMOND IS FOREVER



Doomsday!

MONDAY.. TUESDAY
WEDNESDAY . . .

A woman with dark hair and a white tank top is smoking a cigarette, with a plume of smoke rising. A man's profile is visible to her right, looking towards her. The background is a 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.

TIPALET. **TIPALET.** **TIPALET.** **TIPALET.**

Cherry Natural Burgundy Blueberry

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 Liefe-
rung im guten Fachgeschäft

ROBERT BOSCH GMBH STUTTGART

You'll be happier with a **HOOVER**

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.

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.*



"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 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

ENTERTAINMENT BY JESSICA DE RONTE
Guaranteed by
Good Housekeeping
© 1958 by Anheuser-Busch, Inc.



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 GENUINE "AGEE PYREX" PRODUCT IS GUARANTEED AGAINST CRACK BREAKAGE

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 sewmanship 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-Jones 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 he-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?

© 1970 Procter & Gamble

Get yourself a new pair of **Leggs**

THOMSON COMPANY, 1220 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.

RADIO READERS: "The Hall of Ivy", with De Bonell Compton, Wednesday, NBC.
TELEVISION: ART, "Sunset Patisserie of Stars", Fridays, CBS-TV.

