Get out of the kitchen sooner!

It's so nice outdoors—but you're stuck inside—with 3500 dishes to do! (When you include pots and pans, that's how many an average family uses each month.) But Lux Liquid can help you get done fast!

Unlike powders that have to dissolve, Lux Liquid goes to work instantly. It cuts under grease, lifts it up, floats it away. With every quick rinse, Lux Liquid gets china, silver, glassware—sparking clean!

And Lux Liquid is Lux-mild on hands. Thrifty, too—once can outlast several boxes of the leading powdered. A teacupful does 4 dishpans. Get Lux Liquid!

HOW LUX LIQUID CUTS UNDER GREASE AND FLOATS IT AWAY!

- Thick gravy was poured on this dish and let stand for 10 minutes until it hardened.
- Just as soon as the dish is placed in the water Lux Liquid starts to do its work.
- Lux Liquid's special action cuts under the grease, lifts it up and floats it right off.

Lux Liquid is the next best thing to a dishwashing machine

and it's Lux-mild on your hands

1956
Keep her where she belongs...
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 Leggs

Get yourself a new pair of
Keep up with the house while you keep down your weight.

Don't lose vitality while watching your weight. Live right, eat right. Get vitamins and iron from 'TOTAL'. Now 'TOTAL' has more vitamins than any other cereal. A one-ounce bowlful gives you 100% of the minimum daily adult vitamin and iron requirements—plus a delicious crunchy taste.

'TOTAL' watches your vitamins while you watch your weight.
WIVES.

Look this ad over carefully. Circle the items you want for Christmas. Show it to your husband. If he does not go to the store immediately, cry a little. Not a lot. Just a little. He’ll go, he’ll go.

CIRCLE ALL THE QUALITY DORMEYER APPLIANCES YOU WANT!

Husbands:

Look this ad over carefully. Pick out what you, wife wants. Go buy it. Before she starts to cry.

Dormeyer
Sooner or later, your wife will drive home one of the best reasons for owning a Volkswagen.

Women are soft and gentle, but they hit things.
If your wife hits something in a Volkswagen, it doesn’t hurt you very much.
VW parts are easy to replace. And cheap. A fender comes off without dismantling half the car. A new one goes on with just ten bolts. For $24.95, plus labor.

And a VW dealer always has the kind of fender you need. Because that’s the one kind he has.
Most other VW parts are interchangeable too, inside and out. Which means your wife isn’t limited to fender smashing.
She can jib the hood. Groze the door. Or bump off the bumper.

It may make you furious, but it won’t make you poor.
So when your wife goes window-shopping in a Volkswagen, don’t worry.
You can conveniently replace anything she uses to stop the car.
Even the brakes.
The Chef does everything but cook — that’s what wives are for!

“Cooking’s fun!” says my wife “...food preparation is a bore! Think of the meals I’d cook you if I had a Kenwood Chef!” For the Chef beats, whisks and blends. With its attachments it liquidises, minces, chops, cuts. Slices, grinds, pulps. It shells peas and slices beans. Peels potatoes and root vegetables. Opens cans, grinds coffee. Extracts fruit and vegetable juices. It helps with every meal—from a Welsh rarebit to a four-course dinner. I can take a hint—I’m giving my wife a Kenwood Chef right away!

Other products in the range of Kenwood Kitchen Equipment Freezers, Refrigerators, Dishmaster Dishwashers, Waste-master waste disposal unit. Rotisserie Rotary Spit and Electric Knife Sharpener.

Send off this coupon for a husband-persuading leaflet about the Kenwood Chef.

NAME

ADDRESS

Kenwood Manufacturing (Woking) Ltd., New Lane, Havant, Hants.

ONE OF THE KENWOOD GROUP
men are better than women! Indoors, women are useful—even pleasant. On a mountain they are something of a drag. So don’t go hauling them up a cliff just to show off your Drummond climbing sweaters. No need to. These pullovers look great anywhere. On the level! Entirely hand fashioned of the purest, warmest worsted in a bold, clear shaker stitch. Genuine bone buttons. Sizes: S-M-L-XL. Left, Joring. Low button pullover with harness shawl collar that closes up to neck. Set-in pocket. They come no finer! In brass, white, olive, gray, $25. Right, Norfolk. An entirely new approach to sweater-making. Belted—attention getting—quite magnificent. In brass, olive, black, $25.

DRUMMOND Sweaters
“Don’t worry darling, you didn’t burn the beer!”
You mean a woman can open it?
When Boredom and Emotional Fatigue Bring on "Housewife Headache"

Making beds, getting meals, acting as family chauffeur—having to do the same dull, tiresome work day after day—is a mild form of torture. These boring yet necessary tasks can bring on nervous tension, fatigue and what is now known as 'housewife headache'.

For this kind of headache you need strong yet safe relief. So take Anacin®. Anacin is a special fortified formula. It gives you twice as much of the strong pain reliever doctors recommend most—as the other leading extra strength tablet. Minutes after taking Anacin your headache goes, so does its nervous tension and fatigue. Despite its strength Anacin is safe, taken as directed. It doesn't leave you depressed or groggy. See if you don't feel better all over with a brighter outlook after taking 2 Anacin Tablets.
Does your husband yawn at the table?

The things women have to put up with. Most husbands, nowadays, have stopped beating their wives, but what can be more agonizing to a sensitive soul than a man’s boredom at meals. Yet, lady, there must be a reason.

If your cooking and not your conversation is monotonous, that’s easily fixed. Start using soups more often, with lighter, more varied dishes to follow. Heinz makes 18 varieties. You can serve a different one every day for three weeks. Use them in your cooking too, and strike some new flavours that will lift ordinary dishes out of the commonplace.

The Heinz booklet "57 Ways to Use Heinz Soups" gives you smart new recipes. Write for your free copy to H. J. Heinz Company of Canada Ltd., Dept. S.P., 420 Dupont Street, Toronto.

49 OUT OF 64—That was the verdict in favour of Heinz in a recent taste test among dietitians who compared 2 leading brands. Once tasted—once compared—Heinz Soups became top favourites.

Look for the happy Heinz Chef when you shop for soups.
If your husband ever finds out
you’re not “store-testing” for fresher coffee...

if he discovers you’re still taking chances on getting flat, stale coffee... we’re unto you!
For today there’s a sure and certain way to test for freshness before you buy

Here’s how easy it is to be sure of fresher coffee

Just do this:
Press your thumb against the can top before you buy. If it’s bent, it’s stale. If the top sticks, pressure’s gone—take another. It’s the one way to get the freshest coffee ever packed.

No other can lets you test!
You can’t tell an ordinary flat top can from "Stakers" that have let air in to make freshness. But all flat top cans look alike. You can’t tell which are good and which are stale.

Here’s the payoff!
Pour as you pour a cup, they’ll swirl instantly! For Chase & Sanborn is a special blend of more expensive coffee... brought to you fresh. So wonder Chase & Sanborn pays a flavor dividend you won’t find on any other coffee.

Chase & Sanborn
"Pressure Packed"