

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
...wee be unto you!
For today
there's a sure
and certain way
to test for freshness
before you buy

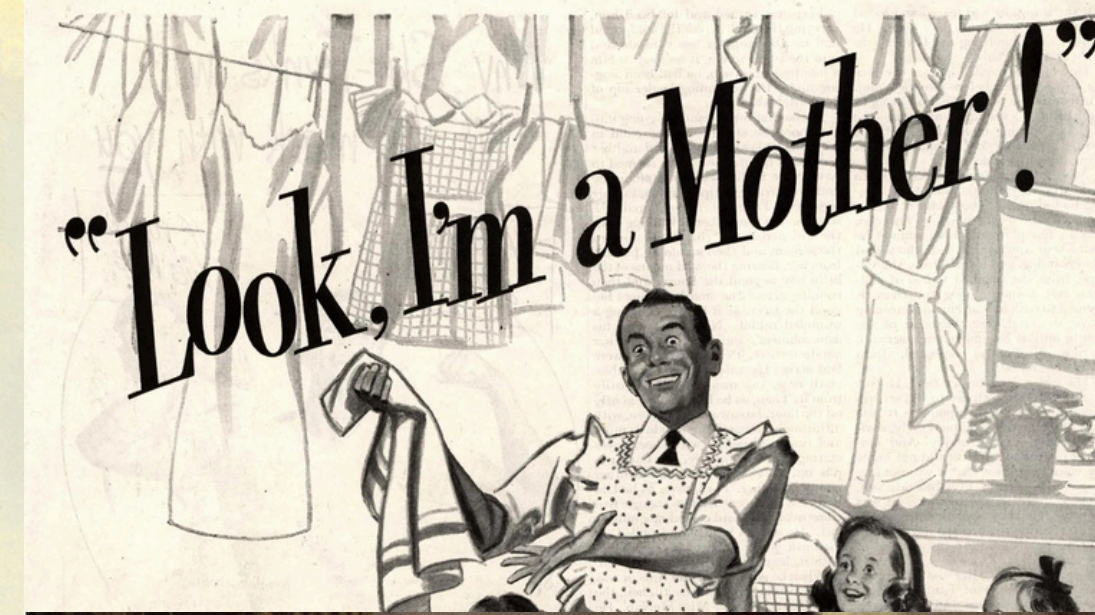
"He knows I love to have a fuss made over me when I'm feeling punk. So he makes it!"
"He knows my arithmetic's so bad that I'm bound to bungle up the budget. So he's patient!"
"He knows the children, and meals, and things sometimes make me feel older than I am. So he takes me out like a heavy date and murmurs sweet nothings...about my smoother, softer hands...as if he were a beau!"
"That's when I thank my lucky stars I changed from strong washday soap to Ivory for doing dishes. 'Cause if I hadn't, my hands would still be red 'n' rough."
"Just like you, I couldn't believe Ivory's velvet suds clean dishes fast as the strongest washday soaps...till I tried it!"
"And best of all...only 12 days after I changed to Ivory Soap, my hands were actually smoother,

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.



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.



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 finger-aching at opening time with the most cooperative cap in the world—the Alcoa HyTop Closure.



"Hey, Lady, your Future's Showing"

