



“Don't worry
darling, you
didn't burn
the beer!”





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-

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 \$12.99 at plush-carpeted stores.

Dacron™
for Fall!

© 1961 Dacron Corporation, Camden, N.J.

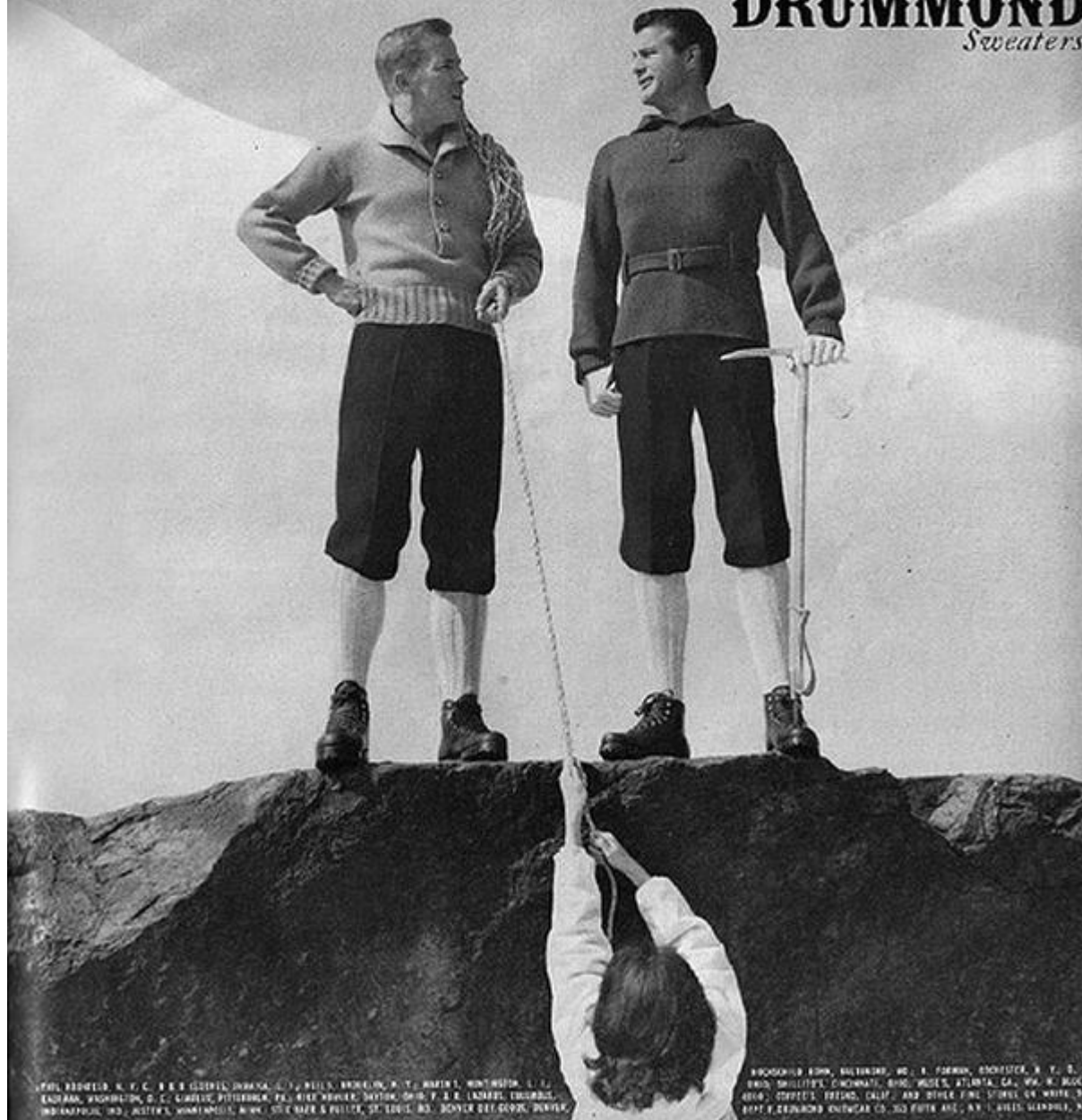
Get yourself a new pair of **Mr. Leggs**®

THOMSON COMPANY, 1290 Avenue of the Americas, New York 20, N. Y.

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, Jaring.* 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



PAUL REDFIELD, N. Y. C. & R. B. GIBBS, INDIANAPOLIS, I. I. HILLS, BROOKLYN, N. Y. HARTY, WASHINGTON, D. C. LADNER, WASHINGTON, D. C. LARSEN, PITTSBURGH, PA. RICE WALKER, CINCINNATI, OH. F. & R. LARSEN, CINCINNATI, OH. HANFORD, IND. JUSTY, WASHINGTON, D. C. STEINER & FELTZ, ST. LOUIS, MO. BOYER DEL CORRAL, DENVER, CO.

WONGHUB BROS., BALTIMORE, MD. S. FERREN, SCHENECTADY, N. Y. S. BRIS, SHILLIT'S, CINCINNATI, OH. WILES, ATLANTA, GA. W. H. BOON, ALBUQUERQUE, N.M. COFFEY, FRESDO, CALIF. AND OTHER FINE STORES IN WHITE, N. H. P. B. BOURGONNE, NEWARK, N.J. 302 FIFTH AVE., N. Y. I. 10111, MANHATTAN, N. Y.

The Chef
does everything
but cook
- that's what
wives are for!



I'm giving my wife a



Kenwood Chef



**Keep her where
she belongs...**



*So HUMILIATED WHEN SHE REALIZED
the cause of her husband's frigidity*

WHY, OH WHY,
DIDN'T I READ THIS
BOOK SOONER...



Send for FREE BOOK telling about this grave womanly offense. Learn how no other type liquid antiseptic-germicide tested for the douche is so powerful yet harmless!

Isn't it a shame when a woman doesn't realize how important it is to always put ZONITE in her fountain syringe? Failure to practice hygiene (internal cleanliness) often results in such needless tragedies—homes broken up, few social invitations, the feeling of being shunned without knowing *why*.

A modern woman realizes how important hygiene is to health, married happiness, after her periods, and to combat an offensive odor even greater than bad breath or body odor—an odor she herself may not detect but is so apparent to people around her.

And isn't it reassuring to know that: **NO OTHER TYPE LIQUID ANTISEPTIC-GERMICIDE TESTED FOR THE DOUCHE IS**

first in the world to be so *powerfully effective* yet so *harmless*. ZONITE is positively non-poisonous, non-irritating, non-burning. Remember that ZONITE is **SAFE! SAFE! SAFE!** to the most delicate tissues. You can use ZONITE as directed as often as needed without the slightest risk of injury.

**Gives BOTH Internal and External
Hygienic Protection**

ZONITE deodorizes not by 'masking'—it actually destroys, dissolves and removes odor-causing waste substances. And ZONITE has such a soothing effect. It promptly relieves any itching or irri-



**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



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
... woe be unto you!*

*For today
there's a sure
and certain way
to test for freshness
before you buy*



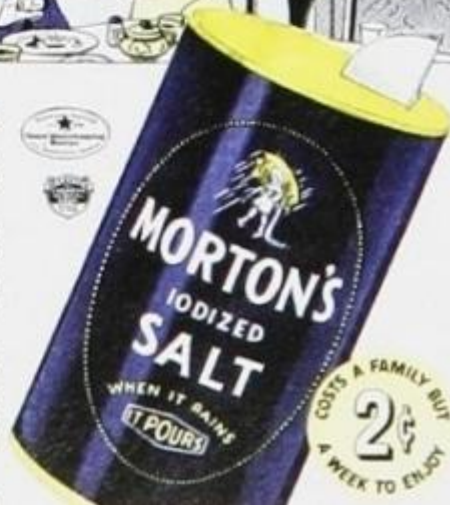


It's false economy not to use Morton's because
WHEN IT RAINS, IT POURS

SINCE it costs so very little to enjoy the finest table salt, it's really false economy to take chances with cheap brands that may lump and cake in rainy weather. Morton's Salt costs a family only 2¢ a week, yet it's made with uniform cube-shaped crystals which don't stick together and choke up saltcellars like the irregular grains of inferior salt.

Nor is that all, for Morton's comes in an easy-to-handle, round package with an exclusive wire-hinged pouring spout that won't tear out no matter how often you open and close it. And it possesses a flavor that has been a favorite for almost a century! Why not try Morton's Salt and discover for yourself why it's the largest-selling brand in the country? At all grocery stores!

IODIZED OR PLAIN—WITH A SPOUT THAT WON'T TEAR OUT



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 your wife wants. Go buy it. Before she starts to cry.

Dormeyer

© 1991 Dormeyer Corporation

"SHHH! Mom's on The Warpath!"



Why ruin the evening, Mother?

Housework on hot days is bound to leave you tired and cross. To make evenings with your family the Best Part of the Day, try this pleasant treatment for "nerves." Every afternoon, get into the tub with a cake of New Ivory Soap.



**SO THE
HARDER
A WIFE
WORKS,
THE CUTER
SHE LOOKS!**

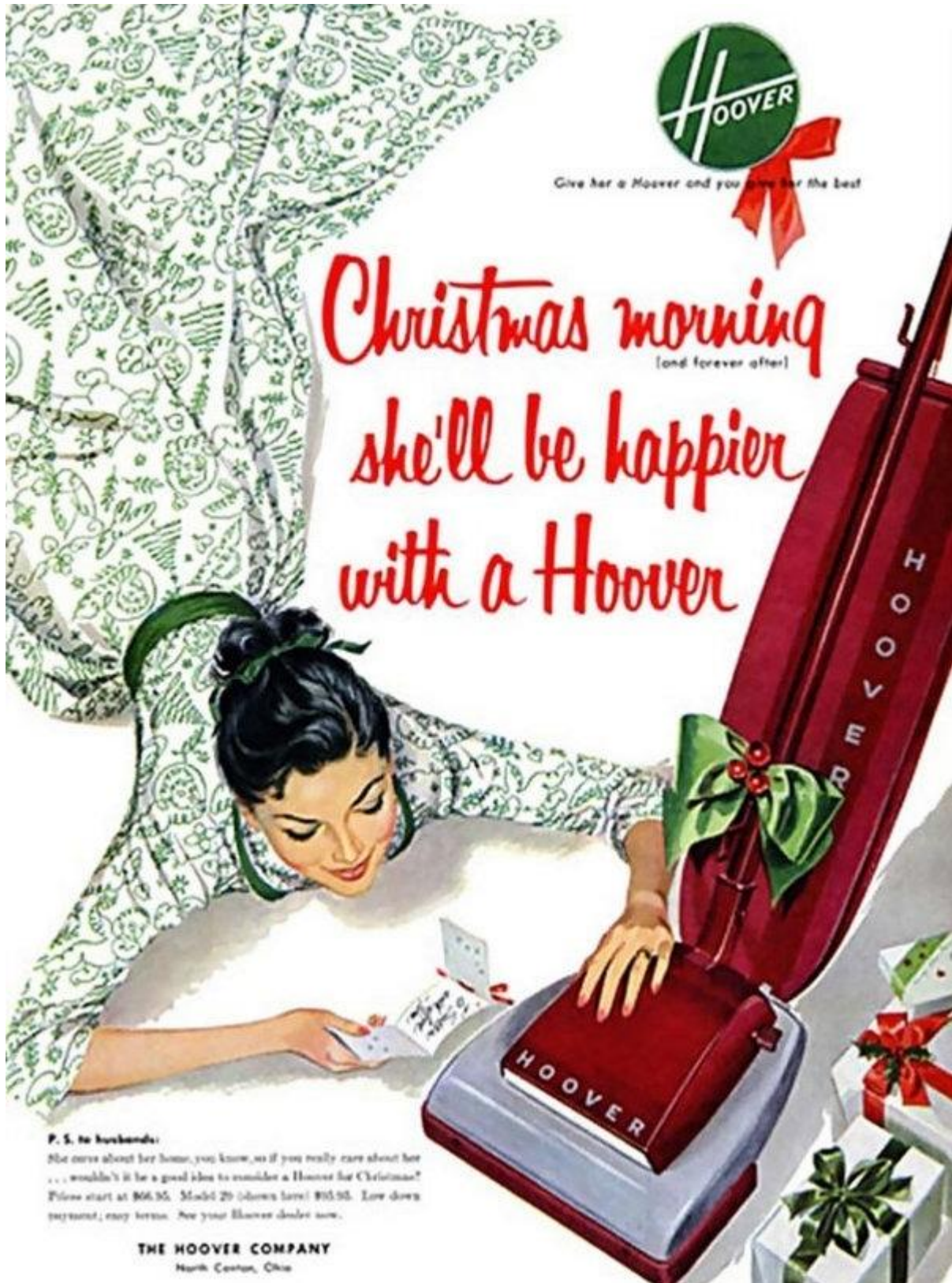


Vitamins for pep! PEP for vitamins!*



Give her a Hoover and you give her the best

Christmas morning
(and forever after)
she'll be happier
with a Hoover



P. S. to husbands:

She cares about her home, you know, so if you really care about her . . . wouldn't it be a good idea to consider a Hoover for Christmas? Prices start at \$66.95. Model 29 (shown here) \$115.95. Low down payment, easy terms. See your Hoover dealer now.

THE HOOVER COMPANY
North Canton, Ohio



You mean a woman can open it?



Yes! HUSBANDS STAY LOVERS...

WHEN WIVES GUARD AGAINST
DRY, LIFELESS "MIDDLE-AGE" SKIN!



DON'T TELL ME YOU'VE BEEN MARRIED TEN YEARS? ANYONE WOULD THINK YOU WERE A BRIDE, THE FUSS TOM MAKES OVER YOU! NO WONDER, THOUGH, WITH THAT LOVELY COMPLEXION!



WISH I COULD FIND SOMETHING TO AGREE WITH MY COMPLEXION! IT'S GROWN SO DRY, LIFELESS AND COARSE-LOOKING... I HAVE REGULAR "MIDDLE-AGE" SKIN!

WHY DON'T YOU TRY PALMOLIVE SOAP? I NEVER USE ANYTHING ELSE!



YOU SEE, PALMOLIVE IS MADE WITH OLIVE AND PALM OILS, NATURE'S FINEST BEAUTY AIDS! THAT'S WHY IT'S SO GOOD FOR DRY, LIFELESS SKIN. ITS GENTLE, DIFFERENT LATHER CLEANSSES SO THOROUGHLY, SOFTENS AND REFINES SKIN TEXTURE... LEAVES COMPLEXIONS RADIANT!

IT'S MADE WITH OLIVE OIL! THAT'S WHY PALMOLIVE IS SO GOOD FOR KEEPING SKIN SOFT, SMOOTH, YOUNG!



REMEMBER! ONLY PALMOLIVE IS GENTLE ENOUGH FOR THE QUINS!



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®

Modern Romances

Oct 17

Why do minds misbehave?

THE PSYCHIATRIST OFFERS TWO ANSWERS...



Case No. 296
Miss O.H.F. Age 29.
Teacher of English in
high school. Successful
in her work — but tor-
tured by belief that her
superiors discriminated
against her maliciously.
Accused her favorite
student of telling lies
about her to the school
principal.

DIAGNOSIS: Paranoid sus-
picions.

CURE: Complete — when
cause of fear was re-
vealed in the course of
psychiatric consulta-
tions. Her mental ill-
ness had its beginning
in childhood, when quar-
relling parents made
her feel insecure, un-
sure of affection.

Case No. 432
Mrs. T.O.V. Age 31.
Frequently embarrassed
husband by telephoning
guests and withdrawing
invitations. Offended her
husband's employer by
her inattention and pre-
occupation with secret
worries during a dinner
given in her honor.

DIAGNOSIS: "Accident
panic" — the fear that
the sanitary napkin
she wore did not af-
ford complete safety
and protection.

CURE: Complete — when
the cause of her fear
was discovered and the
fear ended by introduc-
ing to her a sanitary
napkin ("Certain-Safe"
Modess) that was de-
signed in a way to make
"accidents" impossible.

