

Stop!
Look!

It's
the
'bobby'
cape!

The great London caper that's going to be sweeping the fashion pages this Fall is the CAPE. This smashing bit of British has been borrowed from the 'bobby' and will be seen flaring out over pants and skirts — from mid-thigh to floor-length. This traffic-stopper unfurls in navy wool melton cloth, is buttoned twice in brass and lined in red rayon satin. Sizes 8 to 16.

Each 30.00

Personal Shopping Only
Young Toronto Shop — Eaton's Queen
Street — 244 — College Street, Yorkdale

EATON'S





YOU CAN
SENSE
IT IN THE
FABRIC

proprietors of the new CRESLAN 5000 SYSTEM, 5000-50.

THE TROPICAL CALM OF A 'BOTANY' 500® SUIT

Here is luxury you can sense at once in the fabric itself... the distinctive look, depth of color, and light, rich texture of Creslan acrylic fiber. Its gift to well-being... a cool ability to resist wrinkling. Botany 500 adds its own "magic touch" of famous Creston tailoring to this exclusive comfortable blend of 55% Creslan acrylic fiber, 45% worsted wool. Systemic makes the Creslan acrylic fiber, Beroff fabric the salt. American Systemic Company, New York.

Creslan
ACRYLIC FIBER
CRESLAN 5000 SYSTEM

For information about CRESLAN 5000-50
NEW YORK TO 800-634-6121



is it me...or Jack Winter?



In creme de menthe and raspberry by Jack Winter, you're parfait. Tunic, about \$13. Turtleneck, about \$10. Pants about \$15. At Bonwit Teller, New York. Jack Winter, 1410 Broadway, N.Y.C.

STYLING: JUDITH WILSON FOR THE WEST COAST

The world's first upholstered shoe.



The Soft-Lined Roma is the only shoe in existence upholstered with a layer of soft cushiony foam inside.

When you slip it on, it doesn't feel like a shoe. It relaxes your foot. Quiets it. It's more like an easy chair for your foot.

Thom McAn created this lining from a unique kind of foam. Not the ordinary variety of air-bubble foam that insulates. But rather an exploded foam with thousands of passageways that let the foam breathe.

Then Thom McAn bonded it to a specially woven handsome nylon fabric. Together they make a soft lining that will last the life of the shoe.

It runs from the tip of the toe, up over the instep, along the sides and back to the heel.

There are two Soft-Lined Romas. A lace oxford. And a slip-on. They both have exclusive Roma construction. Lightweight. Flexible. And long wearing.

The price is very relaxing too. Only \$9.95.*

And don't forget. You never have to be reupholstered.



Thom McAn
SOFT-LINED ROMA

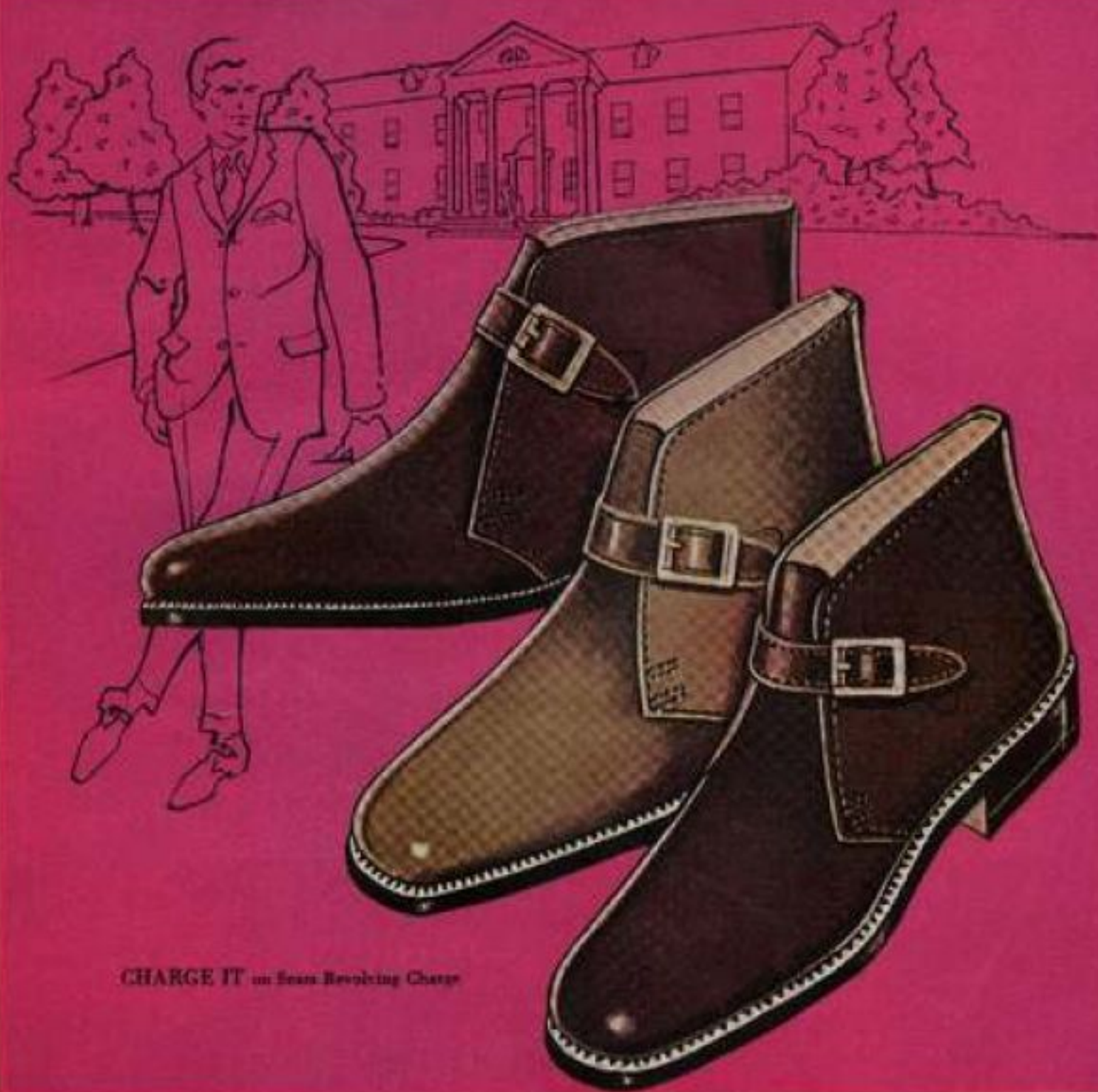
Sears

SUPERBLY STYLED VITAL NEW BOOT...

The George Boot

A refreshing style that has taken the men's world of fashion by storm, a must for young executives. Supple leather uppers have a gift buckled monk strap and moderately squared toe. Polyvinyl soles and heels assure long wear. British brown, bronze bismarck and mod-tique in D width.

12⁹⁹



CHARGE IT on Sears Revolving Charge

SHOP AT SEARS AND SAVE

Satisfaction Guaranteed or Your Money Back

Sears
SEARS, ROEBUCK AND CO.

Bay Shore, L. I.
Brooklyn, N.Y.
Hackensack, N. J.
Hicksville, L. I.

Huntington, L. I.
Middletown, N. J.
Newark, N. J.
New Brunswick, N. J.

Passaic, N. J.
Staten Island, N.Y.
Union City, N. J.
Watchung, N. J.

Wayne, N. J.
White Plains, N.Y.



The Look is Lord West ... and the lady approves.

Lord West's "DOWNLON" for sophisticated traditionalists. A natural shoulder dinner suit featuring boldly contoured peak lapels, deep side vents, and tailored of an aristocratic Daxxon® and scorsted. One hundred ten dollars.

*Write for store nearest you: Lord West, 101 W. 21st Street, N.Y.C.
Makers of distinguished formal attire for gentlemen.*

*Village Air Service
Security Plans*



"But you've just got to see me, doctor. I woke up in the dead of night feeling practically middle-aged."



"With 5,000 Brahmas up on the mesa and 30 hands down with the mumps, Mary Beth, I reckon I'll just have to pass up the Paris openings this spring."



Isn't that Mia Farrow behind those Foster Grants?

MIA FARROW has become a name to conjure with. Our delicate task was to discover whether our Foster Grants could conjure with Mia, could play tricks with her celebrated psyche and bring out the hidden her. With a star so young, we couldn't be sure.

We needn't have worried. No sooner had she slipped behind her first pair than the metamorphosis began. You can see for yourself.

That's the fun of sunglasses. We call it the Spell of the Shades.

Nobody's sure why, but that mysterious something that comes over people behind sunglasses is probably the reason so many people are wearing them today. People who've never been near a beach, who never

come out 'til the sun goes down. That's why they've got wardrobes of them, where they used to own just a pair. That's why they're as popular in Hong Kong as they are in Hollywood.

What's more, millions of them are Foster Grants. Because we happen to be #1 in the business. Far and away.

Of course Mia doesn't care about that. She probably doesn't even care that Foster Grant 1077 lenses pass strict U.S. eye protection tests, while many of the fancy-priced imports fail.

Does she care that we make more styles, in more colors, in more sizes than anybody—from \$1 to \$51? We do, even if she doesn't.

So there. © 1987 FOSTER GRANT, LYNNWOOD, WA 98036

"We all make mistakes, Mr. Bond. Now buckle up your trench coat and get out of here."



"Incomparable I may be, Gregory, but you can't seriously expect me to play a love scene opposite that."



"Frankly, mother, I'd be a lot happier if you didn't even try to Watusi."



Can you see yourself in this Gamin?

It's a shining example of Gamin's bright point of view. Also comes in other colors and styles. The shoes don't reflect anything but good taste. You can see what we mean at all Andrew Geller stores. About \$10.

GAMIN'S

Vintage Ad Service
Security Mark

GE self-cleaning ovens



General Electric's P-7[®] Automatic Self-Cleaning Ovens put the joy back into cooking because they take out the chore women hate most: cleaning a gooky oven.

And ovens get that way. The culprits are the dishes your family loves most. The stick-em-up casseroles and fruit pies. The splatter-drip meats au jus. The brown sugar Clinging Delights.

What a relief to let your oven clean them away electrically. No messy hand scrubbing.

Just set the oven control to "clean," latch the door and set the timer.

Off come the spatters, the crusted-on juices, the spills, the drips. And from some spots you couldn't reach by hand.

The P-7 Self-Cleaning Oven feature is available in every kind of range we make. Built-ins and free standing, 30" and 40". Conventional and electronic. And in any color, too. Harvest, Avocado, Coppertone or White.

Your GE dealer will be happy to show them all to you.

He won't have to show you GE's rugged construction. You probably grew up with it.

So get a GE Self-Cleaning Oven and cook to your heart's delight. And let the spatters fall where they may!

The J797 vs Meatloaf Suburbioso

Delicious as it is, nothing spatters like the traditional American meatloaf. And nothing fears meatloaf less than a GE Self-Cleaning Oven. The range is our classic double-oven Americana. The lower oven has the P-7 self-cleaning. Other features: dependable solid-state oven temperature control, Sensi-Temp[®] automatic surface unit, automatic rotisserie, meat thermometer, infinite heat surface units, two picture window doors. All colors. Similar Americana-styled model, our Versatronic[®] Range, features the amazingly fast GE electronic oven.

The J757 vs Casserole Cum Laude

Leave it to a casserole to bubble over and stick up an oven something fierce. Don't worry. The GE Self-Cleaning Oven is more than a match for the stickiest casserole. The J757 is a free-standing 30" model. Other features: dependable solid-state oven temperature control, no-drip cook-top, easy-to-clean, high-speed Calrod[®] units, picture window door, infinite heat controls. All colors. Similar model now available with electronic oven, in most areas.



fun favorite of the family

CONVERSE

playtime footwear



Join the lightfooted league! Here's cool, colorful comfort and easy washability, plus the same action-engineered construction, the same quality craftsmanship that have made Converse first in sports footwear for over fifty years. Your champions deserve Converse too!



COOLETTES
Cloud-light,
color-bright



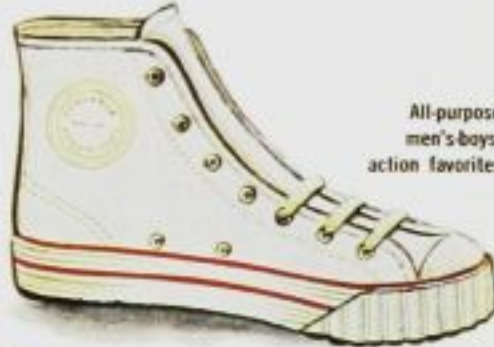
Casuals for men
and boys in
new smart styles



Classic ladies'
oxford in
style-right
fabrics



Child's soft-
stepping oxford
with protective
toe cap



All-purpose
men's/boys'
action favorites

All-American made to highest quality standards
CONVERSE RUBBER COMPANY/ South San Francisco, California



#3884



#3260



#3937



#3933

For the fun of having more summer clothes than ever!



#3960



#3961



#3933



#3936

For the fun of having a fling with color—sunny vacation colors!



#3884



#3916



#3881
#3561



#3561

For the sheer fun of being individual, of creating your own fashion look! For the fun of seeing fabric turn into fashion, right in your hands! For the joy of knowing you didn't spend too much on clothes —there's money left to spend just for fun!

Just for fun... sew with **Simplicity Patterns**



See these fun-to-make clothes, plus hundreds more in the biggest, brightest fashion show ever put between covers — The new Simplicity Magazine, at newsstands and pattern counters everywhere.

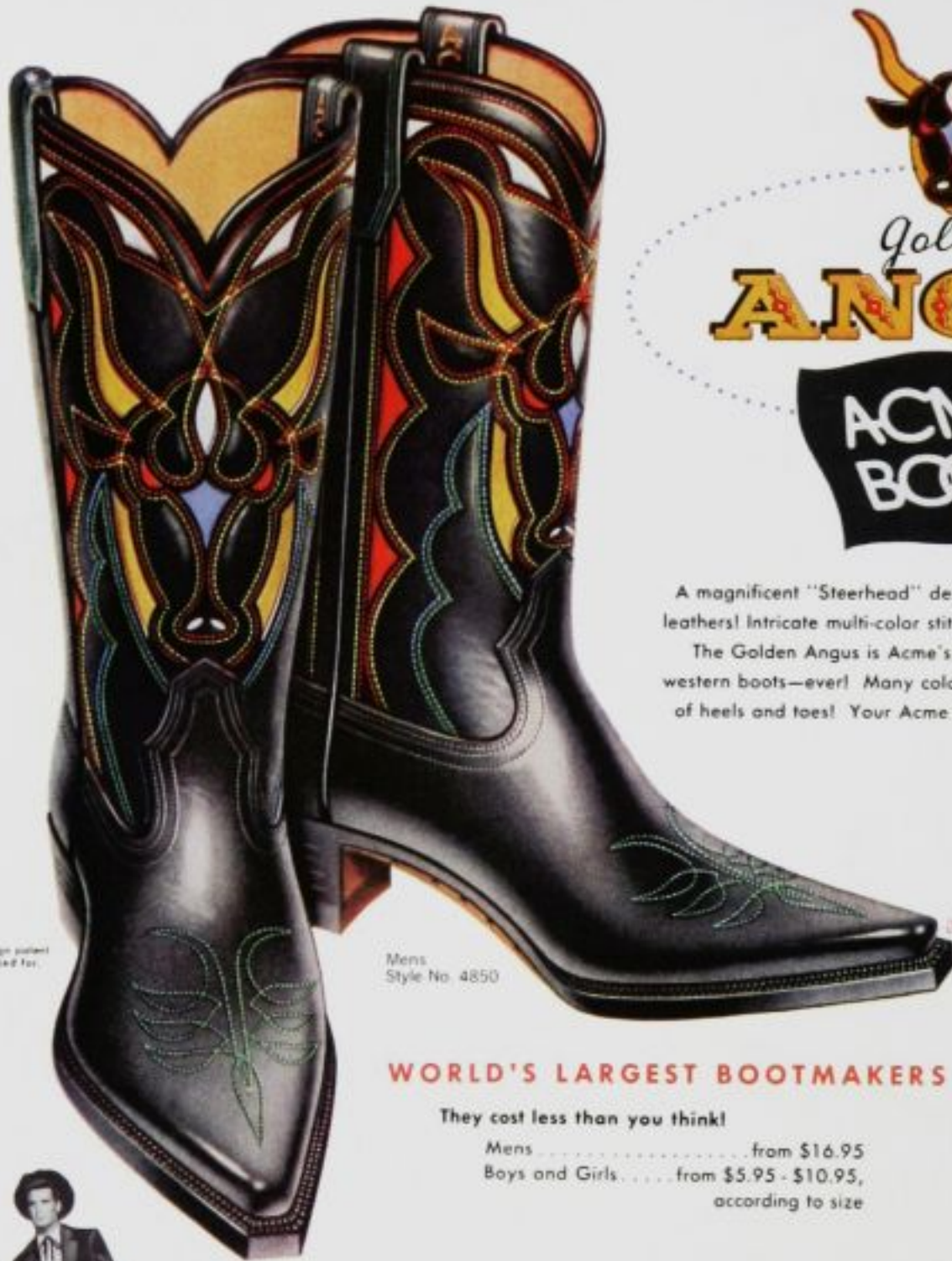
I dreamed I was a trademark
in my *maidenform* bra



NEW UNDERLINE®—the "JABLESS STRAPLESS" bra from MAIDENFORM encourages your own curves. Never jabs or pinches because the new "free and easy" underwire (see insert) is tucked into separate panel and attached outside the bra, away from you. Try it today! A, B, C cups, \$95. D cups, \$95.



The most beautiful western boots ever created!



Design patent applied for.

Mens
Style No. 4850



Golden
ANGUS

**ACME
BOOTS**

A magnificent "Steerhead" design . . . richly inlaid with golden leathers! Intricate multi-color stitching! Eye-catching underlays!
The Golden Angus is Acme's finest . . . the most beautiful of all western boots—ever! Many colors and combinations! Many styles of heels and toes! Your Acme dealer will be glad to show you!



Boys and Girls
Style No. 2213

WORLD'S LARGEST BOOTMAKERS

They cost less than you think!

Mens from \$16.95
Boys and Girls from \$5.95 - \$10.95,
according to size



Boys and Girls
Style No. 2209



Jack Kelly and James Garner
star in
"MAVERICK"

Acme Boots are worn by stars and featured players of Warner Bros. western television and motion picture productions.

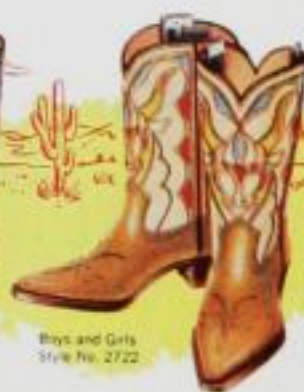


Clint Walker
star in
"CHEYENNE"

Will Hutchins
star in
"SUGARFOOT"



Boys and Girls
Style No. 2760



Boys and Girls
Style No. 2722



Boys and Girls
Style No. 2743

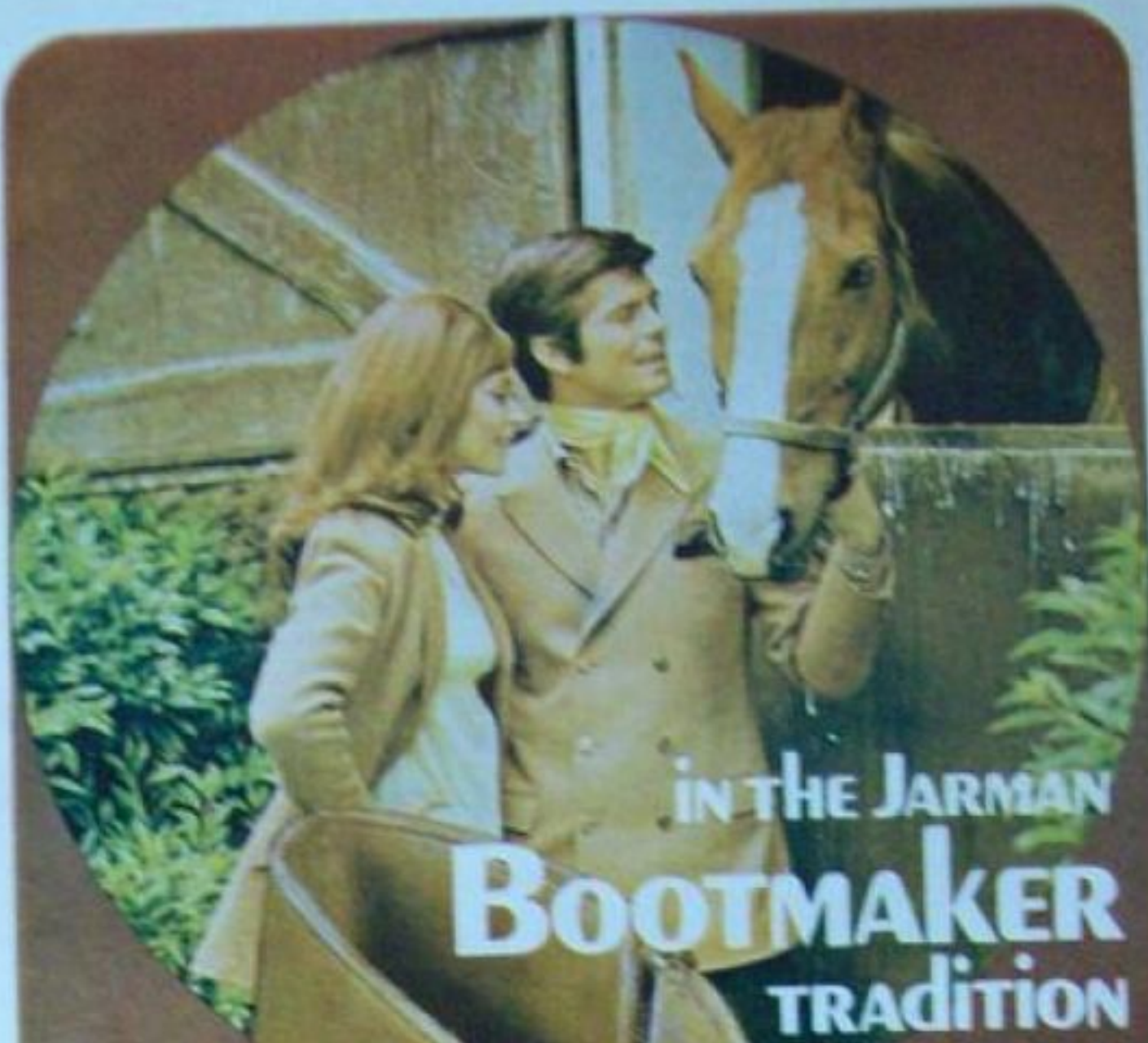


Ask your dealer for
an Acme Gift Certificate!

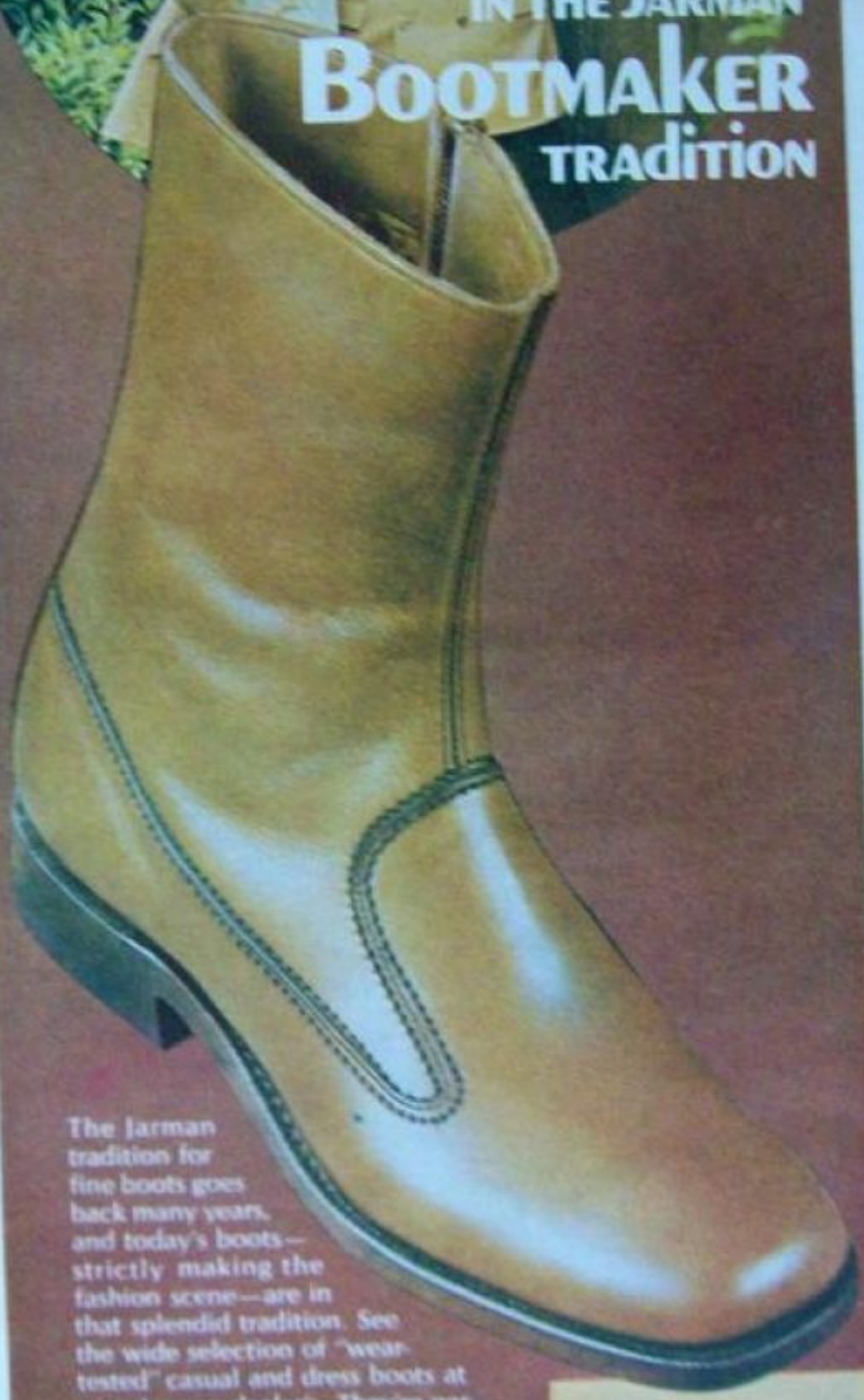


Acme Boot Company, Inc., Clarksville, Tennessee

A SUBSIDIARY OF PHILADELPHIA AND READING CORPORATION



IN THE JARMAN
BOOTMAKER
TRADITION



The Jarman tradition for fine boots goes back many years, and today's boots—strictly making the fashion scene—are in that splendid tradition. See the wide selection of "wear-tested" casual and dress boots at your Jarman dealer's. They're perfect to wear with the new "boot-flare" slacks.

Jarman
SHOES FOR MEN

All Jarman Boots and shoes from adult to child. Most shoes \$15 to \$25, with prices slightly higher in the West and in Canada.
JARMAN SHOE COMPANY, NASHVILLE, TENNESSEE • A DIVISION OF DEBIBROCO

**McGregor's Instant Weekender of "Kodel" is so cool
you could put a straw in it and call it a Planter's Punch!**

**(But who ever heard of a Planter's Punch
that comes in 17 colors?)**



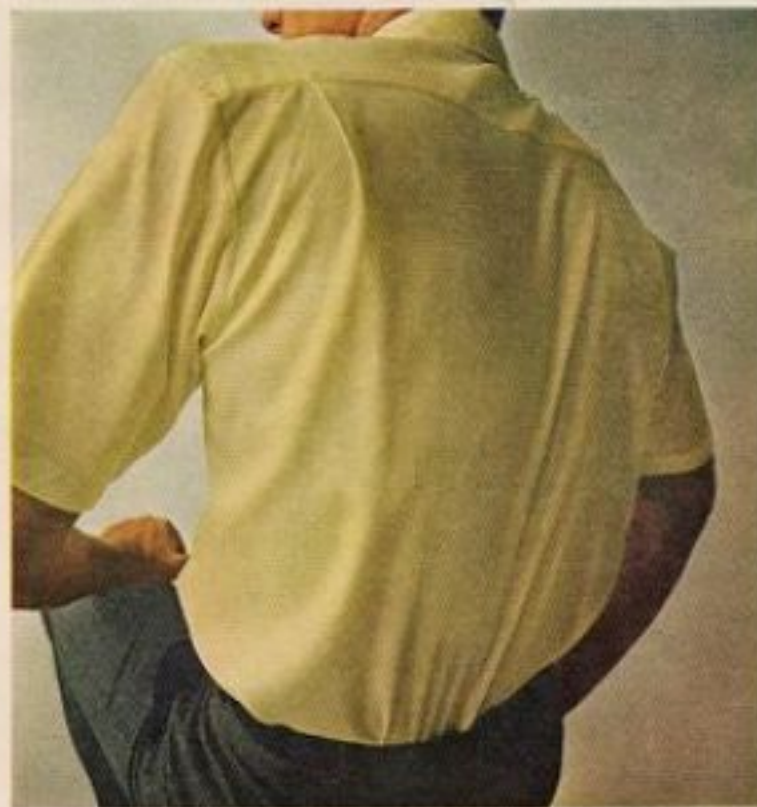
Refreshing blend of 50% "Kodel,"* 50% rayon. Cool, crisp, comfortable.



Stitch-edged convertible collar, perfect for weekend whirls.



Dragon emblem marks spring's most wash-and-wearable shirt.



Buy a batch of colorful Weekenders, wear them all week long. \$5.

McGREGOR

For the man on the move

Also hip-sized, hip-priced. Made in Canada, too. McGregor-Designer Inc., New York 19, N.Y.

*Eastman's trademark for its polyester fiber



Do you like being pampered?
That's the beauty of AVON CALLING.

If you've never experienced the bliss of trying on a new fragrance...smoothing on a feather-light night cream... selecting a harmonizing make-up shade right in your own home... you have a marvelous adventure to look forward to. Your neighborly Avon Representative literally

brings beauty home to you, shows you new and exciting cosmetic, fragrance and make-up ideas, pampers you with personal attention. This is service of a high order. This is beauty as you like it. This is AVON CALLING. Do welcome your Avon Representative when she calls.

AVON
cosmetics

RADIO CITY, NEW YORK

© 1966 AVON PRODUCTS, INC.



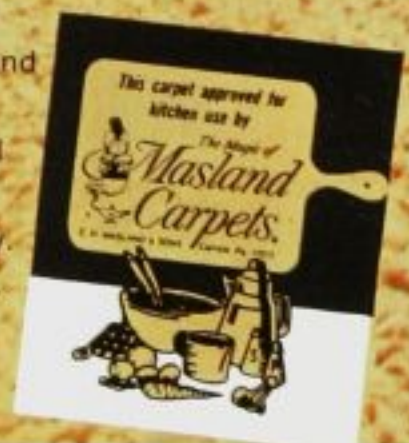
Kitchen carpets have to be practical. Masland made them practically elegant.

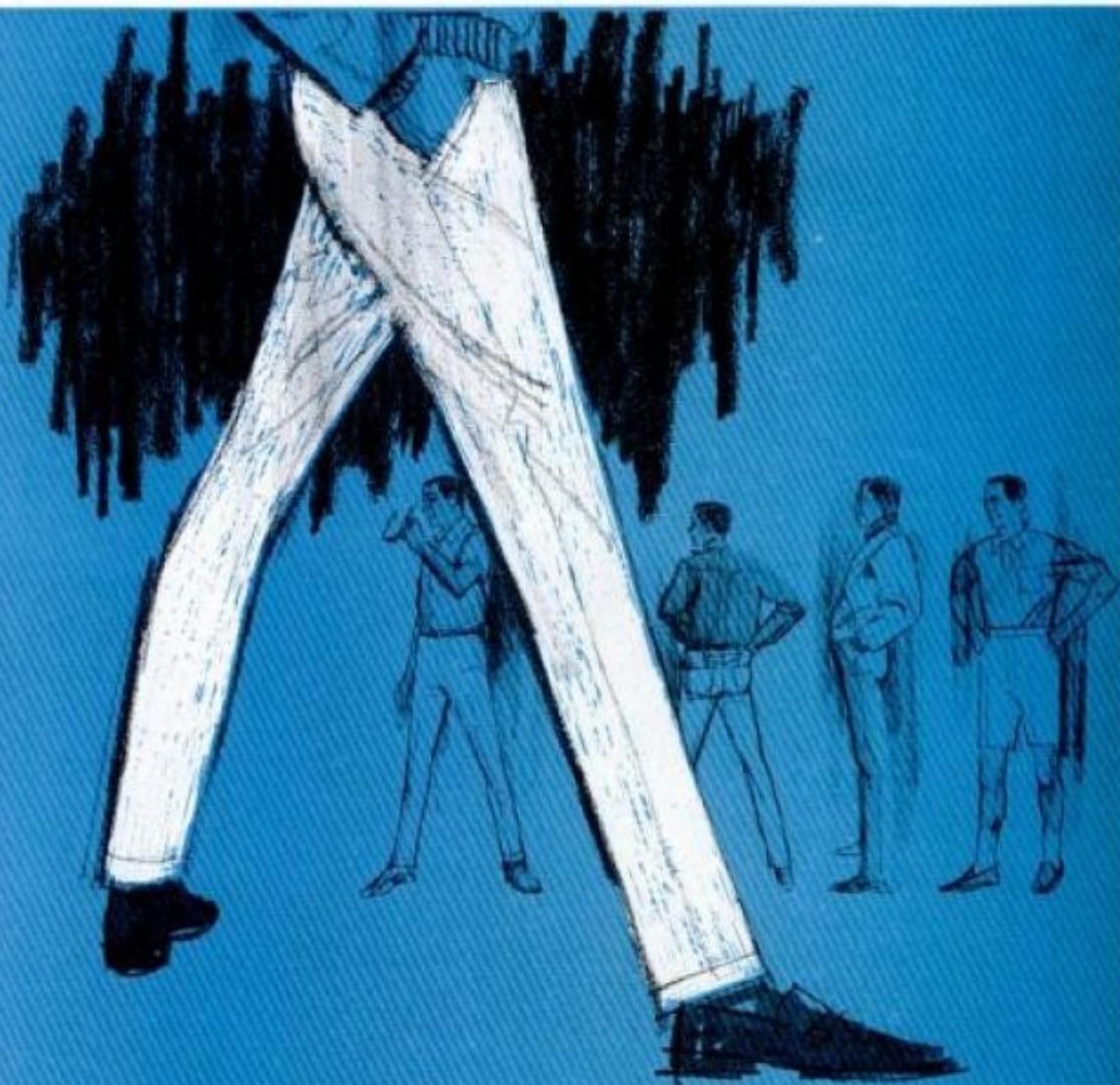
The typical kitchen carpet would be a lot more at home in an office building. Or maybe in somebody's garage. Because, frankly, that's what it was made for. Neither rain nor sleet nor chicken soup could penetrate that formidable surface. But alas, the typical kitchen carpet has a face that only a carpet salesman could love.

So Masland created the Un-Typical Kitchen Carpet of DuPont nylon—carpets with enough color and style to stand up to paisley refrigerators and vinyl-covered walls.

Galore, shown here, is only one of four shags Masland makes of DuPont filament nylon, certified "501". They're all wear-resistant and spot resistant. Spills clean up easily.

All four are as practical as a kitchen carpet should be.
And as elegant as a kitchen carpet can be.





IF YOU ADMIRE SHARP ATTIRE

UPGRADE YOUR SLACK-TIME IMAGE WITH OSHKOSH, THE FAMOUS QUALITY CASUALS. LOOK FOR SMART, LEAN DESIGNS – FASHION'S NEW FABRICS AND COLORS – AND THE OSHKOSH BRAND. EASY CARE WASH AND WEAR, FUN-FASHIONED SLACKS FROM \$4.95; SALTY SHORTS FROM \$3.95; JACKETS FROM \$7.95. ASK FOR THIS BRAND AT RESPONSIBLE MEN'S WEAR RETAILERS. GET INTO OSHKOSH CASUALS AND JOIN THE ACTION FACTION!

OSHKOSH
CASUALS

OSHKOSH B'GOSH, INC. • OSHKOSH, WISCONSIN



Because the sun doesn't stand still...
 you need the total eye protection of the ff77 Lens

Unless you're wearing Foster Grant Sunglasses - you may be getting only partial eye protection.

Because only Foster Grant has the ff77 Lens - the first sunglass lens electronically controlled to protect you at any hour, at any angle, at any season in the sun.

No matter how strong the glare,

the ff77 Lens filters out 77% of the sun's rays - proved by scientific study as the ideal average percentage of filtration.

And unlike polarizing lenses, which admit varying amounts of glare at different angles, the ff77 is uniformly glare-proof. You see better - and you look better, too.

Your eyes stay clear and bright, free of squint lines - always attractive no matter how strong the glare.

Get total eye protection. Get Foster Grant Sunglasses - the only sunglasses with the ff77 Lens. From \$1 to \$5.

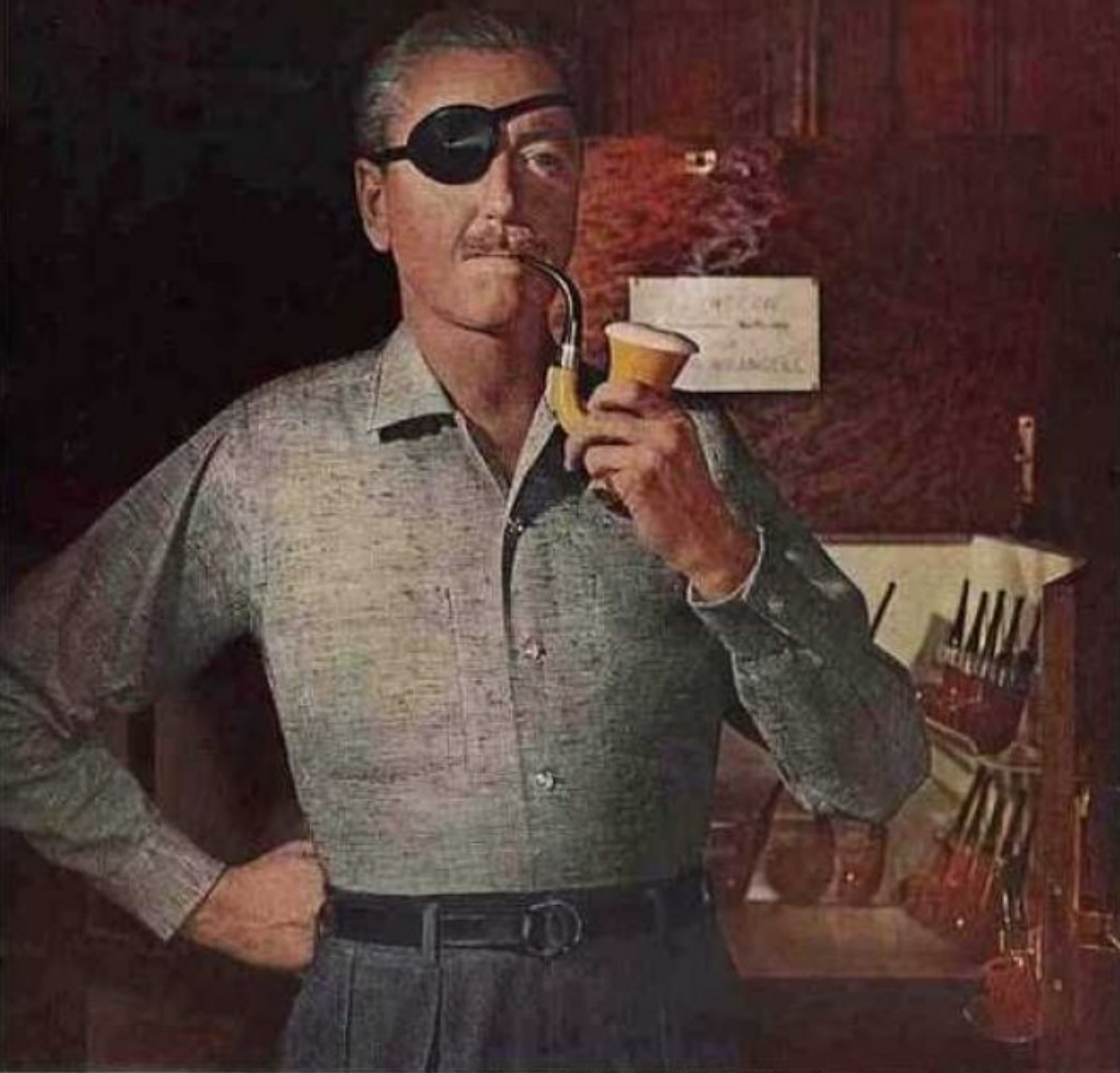
Products of FOSTER GRANT CO., INC., LEOMINSTER, MASS.



Custom fit frames of *Miracle Nylon* - a revelation in lightweight, comfortable fit.



ONLY **FOSTER GRANT SUNGLASSES** AND **OPTI-CLIPOVERS** HAVE THE



These are indelible buttons that Hathaway uses. They will never turn yellow, peel, pull off, or break in two.

Hathaway strikes a blow for peace and quiet

—with a soft-spoken, all-cotton plaid that looks and feels uncannily like silk

HATHAWAY designed this shirt for men who abhor the razzle-dazzle of ordinary sport shirts.

The pattern is a beautifully civilized glen plaid, Muted, Monochromatic. And in impeccable taste.

"But why fifteen dollars?" you may wonder. The answer is the yarn that

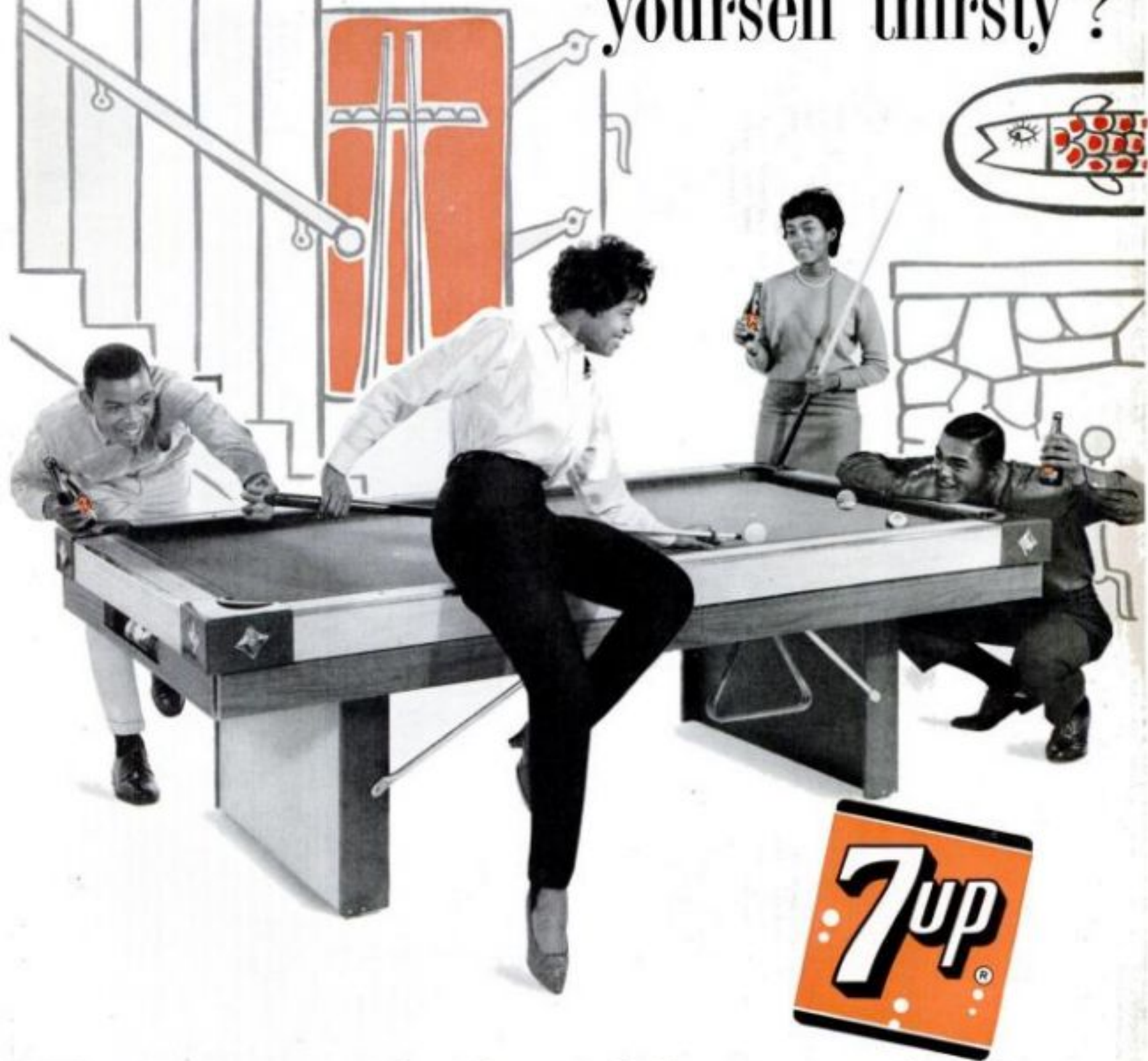
Hathaway's weavers use—and the loom they weave it on.

They begin with rare, long-fibered cotton—the kind that weaves for years. The yarn is then woven on exactly the same looms that produce much of the world's best silk. Hence, the silky texture—a little bit nubby, just like shantung.

M. & W. Thomas, the chaps who do the weaving, sell their shirts at all Hathaway stores. We bought this shirt in five shades—among them forest green, blue, and the pepper.

For the names of stores, write to E. F. Hathaway, Waterville, Me. Or call OXford 7-5566 in New York.

Laughing yourself thirsty?



That's your cue for the real thirst-quencher!

Copyright 1963 by The Seven-Up Company

Play as kookie as you want! But don't be surprised when your throat goes dry from all the laughing it's been doing. Just bring on the chilled 7-Up! Feel it sparkle in your mouth (as it helps restore the natural moisture there). Feel its comforting coolness slide down your throat. Feel *quenched*! Fun coming on right now? It's *always* 7-Up time!

FOR THIRST QUENCHING, FRESH TASTE, QUICK LIFT... "FRESH UP" WITH SEVEN-UP!





Johnny Carson, star of NBC's "Tonight" Show.

Smirnoff makes the Blizzard howl.

Smirnoff comes to the rescue of hum-drum summer drinking with the Smirnoff Blizzard: An avalanche of Smirnoff over packed ice. A wag of lime. Then a frigid blast of Fresca. But unless you insist on Smirnoff, your Blizzard could fizzle into just another summer downpour.

Smirnoff *leaves you breathless.*
Vodka





Jarman
 MADE IN THE U.S.A.



Right on Target for Comfort
 and Smart Styling . . .

"Deerslayers"

Soft Glove Leather, Traction Crepe Sole and Deep, Full-Length Cushion Insole combine to make Jarman "Deerslayers" the easiest-wearing of all casual shoes. (And the smartest-looking, too!)

Golf shoe, J4627 About \$17.00
 Top, J2127 (also in other colors) . . . About \$13.00
 Middle, J2020 (also in other colors) . About \$13.00
 Bottom, J4424 About \$15.00

(Prices slightly higher in the West)

These shoes

Fit with More Comfort

because every Jarman style is "wear-tested"

The pair of Jarman's you try on has not been worn, of course. But the original model of every Jarman style is "wear-tested"—worn under ordinary day-to-day conditions, altered and adjusted until it finally comes up to Jarman's strict standards, and only then approved for production. As a result, the finished product has a wonderful "friendliness of fit" you just can't get in other shoes. See your Jarman dealer for a wide selection of "wear-tested" shoes for every occasion.

Available at Jarman dealers and Jarman stores throughout the country. Also Jarman Jr.s. for boys.



This is a Gamin with a twist of leather.


Make it your standing order at cocktail time — (or if you feototal, teatime!)

At any time this patent pump with matte-calf gami has a very ladylike st
spined midheels — and a very Gaminlike dash to its slim, orbit toes.

In black, red, navy, brown or white patent leather — just put it on his bill.

19.95 at Andrew Geller stores **GAMINS®**

*Andrew Geller
Stores
New York
London
Paris
Tokyo*

A woman with long, wavy blonde hair stands in a savanna-like setting with tall grass and a cheetah in the foreground. She is wearing a white lace two-piece lingerie set consisting of a bra and a girdle. The cheetah is sitting and looking towards the right. The text "Sears has gone wild!" is overlaid on the left side of the image.

Sears has gone wild!

The Adventuress set: Go lean. Go lacy. Go live with color. Go wild! With Sears Adventuress Set.

The bra: lace cups on a stretch frame, stretch straps, scoop back, Natural cup with Cordtex® lift. Or contour cup with Wonder-Fil. Both styles under \$6. (D cup higher)

The girdle: a new kind of power

net that stretches to your measure for proportioned fit, all-over comfort. Spot controlling panels front, side and back. Under \$12.

Choose the Adventuress Set (and matching lingerie!) in Adventuress Pink, Bravado Blue, or Desert Beige, all with Beige Lace or Snow Leopard White with White Lace. Charge

it on Sears Revolving Charge at any of over 2,500 Sears, Roebuck and Co. locations.

Go wild! At Sears.

Sears



**Take
a stand on
platforms!**

We did!

Give our new platforms a try.
They're fashion's exciting new High-Rise.
Designed to give your look a new
lift. A bolder stance. A broader heel.
Greater footing—with lots of sole.
Escape the last-year look. Come see our collection
of all-new, all-now platforms. At most Sears,
Roebuck and Co. stores.

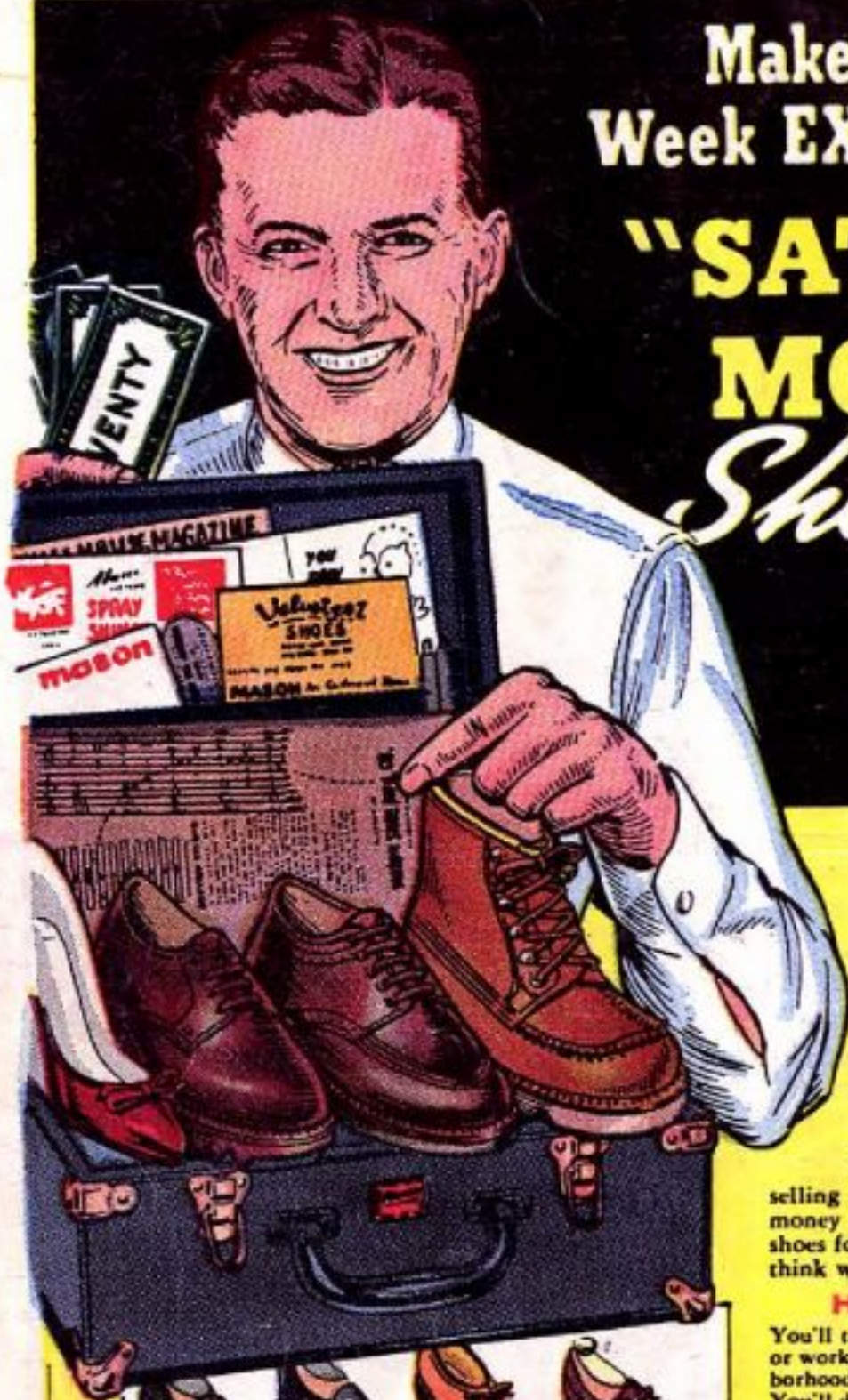
The Shoe Place at

Sears

the fashion stop

Make \$500 to \$2000 a Week EXTRA operating this

"SATURDAY MORNING Shoe STORE"



We Furnish Everything FREE!

Make extra money next week end! Just visit with friends, relatives and neighbors on Saturday mornings and show them how they'll "walk on air" in Mason comfort shoes! Many a man sells 2, 3, 4 or 6 pairs of Mason shoes on Saturday mornings alone—without "knocking himself out"—and makes as much as \$5 to \$20 or more extra for 2 or 3 hours of his time. *You keep all of your profits!* We furnish you a FREE selling outfit containing everything you need to start making money right away. We carry the stock for you and ship the shoes for you—your profit is clear. You never invest a cent. And think what you'll save on your own shoes, too!

Here's Why You'll Make Money!

You'll take orders for over 230 different shoe styles for dress, sport or work, for men and women—a far greater selection than any neighborhood store can possibly stock. And you can fit almost anyone! You'll draw from our 300,000 pair stock with sizes ranging from 2½ to 15, widths AAAA to EEEE! You'll feature exclusive Velvee-z shoes with foamy-soft air-cushion innersoles that let you "walk on air." You show many other exclusive features . . . Ripple Sole Shoes, Oil-Resistant Work Shoes, Magic Closure Shoes, colorful styles for women—a line that's far beyond the reach of any store. That's why EVERYBODY is your prospect. And because Mason Shoes are never sold through stores, folks must buy from you!

Don't Invest a Cent! We Give You FREE SELLING OUTFIT!

Fill out and mail coupon below. We'll rush you your FREE Selling Outfit. Kit features 230 fast-selling shoe styles, plus foolproof measuring equipment—and "How To Make Extra Money" booklet. Send no money now or later. Just rush the coupon for your FREE Selling Outfit . . . enjoy some extra money next Saturday!



MASON SHOE MFG. CO., Dept. F-122
Chippewa Falls, Wisconsin

RUSH STARTING OUTFIT

MR. VICTOR MASON

Mason Shoe Mfg. Company, Dept. F-122, Chippewa Falls, Wis.

Dear Victor: Please rush FREE and postpaid my Starting Shoe Business Outfit with EVERYTHING I need to start making extra cash Saturday mornings.

Name _____

(PLEASE PRINT)

Address _____

Town _____

State _____

CHARLENE IN DOGWOOD

Now the
comfort of
Hush Puppies
in new
walking
heels.




MARLENE IN WILLOW



DARLENE IN SANDUNE

Softest Breathin' Pigskin® and slim, cushion
give these new walking heels all the
comfort you'd expect from Hush Puppies®
casuals—uptown, downtown, all around
town. Brighten up, lighten up with the fresh
new look of Hush Puppies. About \$13.
Matching handbags from about \$5.





**Decton Perma-Iron:
the no-iron shirt that
doesn't mean maybe.**

**Get it in your exact
sleeve length.**

Wash it.

Tumble dry.

Wear it.

That's all.

Dacron® polyester
and cotton blend.

"Sanforized-Plus:"

In 15 colors.

Decton Cavalier.

\$8.00.

→ ARROW →



Handwritten signature and scribbles.

The Country Clothes Shop

has just the thing

for deep-freeze weather—

Bonnie Cashin's

marvelous canvas greatcoat,

lined with acrylic pile

and bound with leather.

Geranium, gold or nearly-black, 100.00

in all Lord & Taylor stores

*Vintage to Service
Security Plans*

A Backyard Banquet means Van Camp's pork and beans



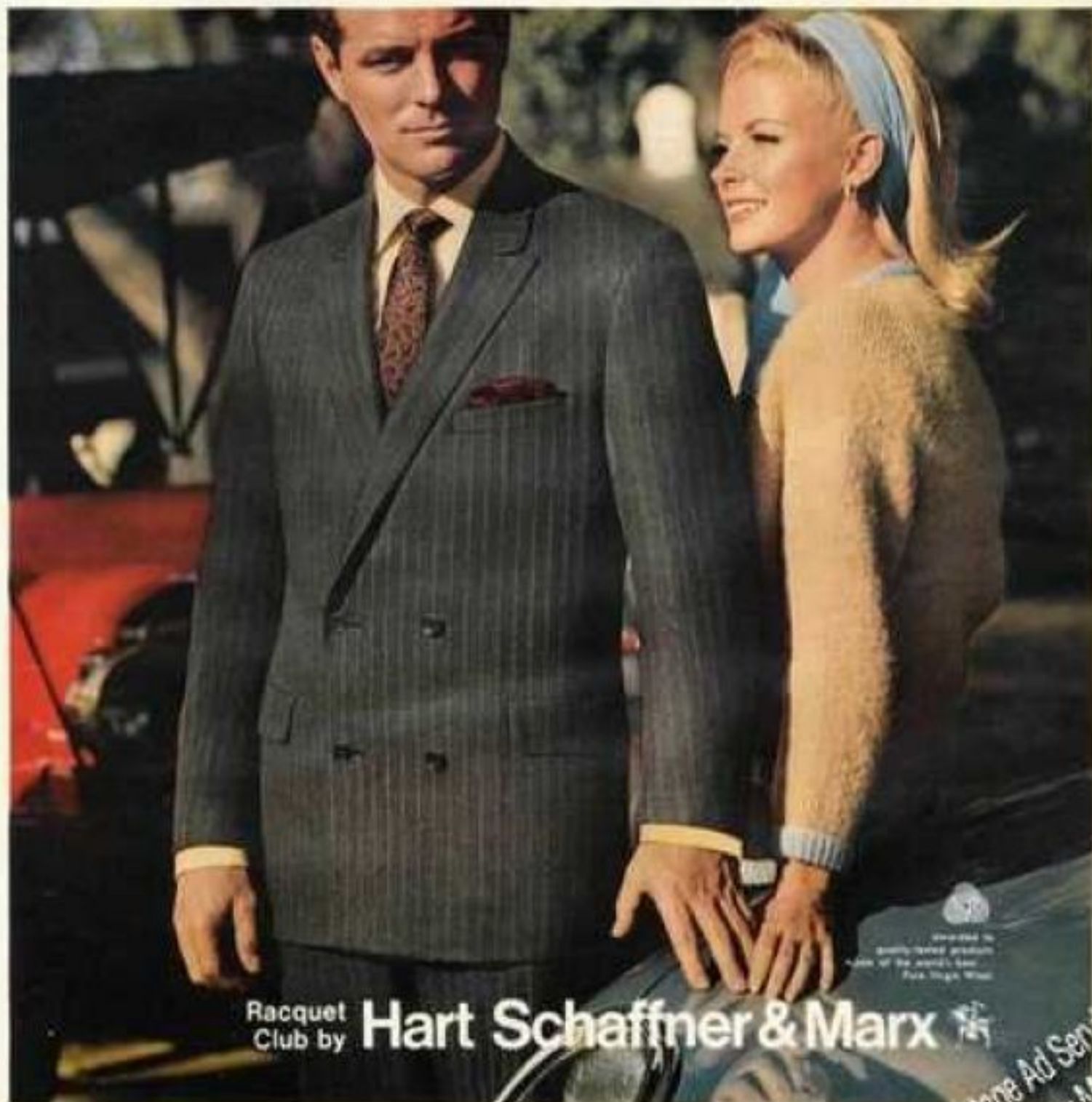
Friends, fun and food...recipe for a cookout. And when the food includes Van Camp's Pork and Beans, the cookout's a Backyard Banquet! Protein-rich, pre-cooked in a Secret Savory Tomato Sauce, Van Camp's are America's first, finest and favorite beans!

One of 150 foods, canned or frozen, by Stokely-Van Camp



**The classic choice
that's shaped up to the minute**

Some classics are too fine to be admired from afar. Like this double-breasted suit. A natural-shoulder classic, shaped in the latest fashion by Hart Schaffner & Marx. In grey worsted with white chalk stripes, in fabric loomed at the world's best—pure virgin wool. Advanced four-button, double-breasted styling. Deep side vents. Quietly contoured waist. With an 80-year heritage of fine tailoring in the classic tradition.



Racquet Club by **Hart Schaffner & Marx**



Vintage Ad Service
Security Mark



**"Use an ordinary shampoo on hair color? I know better,"
says world-famous hairdresser Gene Shacove.**

"Clairol Shampoo has been keeping my customers' hair color true for years. I always recommend it for all-home shampooing, and I insist on it in my salon. To wash hair clean without fading hair color, there's nothing like Clairol Shampoo."

So if you use haircoloring, be kind to it. Wash it with Clairol Shampoo—the colorfast formula. Blue for blonde shades. Green for brown, black and red shades.

**Clairol® Shampoo,
the colorfast formula.**



New concentrate in
unbreakable plastic tubes.

Get this Special Value...

BING CROSBY
album,
"Songs of Christmas,"
from your
authorized
LA-Z-BOY®
dealer...



Style 734



Style 742



Style 702



Style 713

*See him today...
quantities are limited*

All your favorite Christmas songs are here in one attractive album... as only Bing can sing them. You and your family can now enjoy this beautiful and timeless Christmas collection by asking your authorized La-Z-Boy dealer about his "special value" offer.

Don't wait... send this coupon today for the name of your nearest La-Z-Boy dealer and for FREE color literature showing La-Z-Boy's complete line of Reclina-Rockers.

© 1967 LA-Z-BOY CHAIR COMPANY

LA-Z-BOY CHAIR CO., Dept. GH-R67-1, Monroe, Mich. 48161

Please send me the name of my nearest La-Z-Boy dealer. Also send me FREE color literature.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

LA-Z-BOY®

Chairs that make a house a home



Prior. The uncommon beer.
Uncommonly smooth,
uncommonly light.

Whether the first Prior Beer was brewed by a talented old monk in a priory at Pilsen around the year 1050 will never be definitely known. The first written record is dated 1295.

Prior comes down to us through the centuries with a reputation for light body and smooth taste that has never been successfully imitated.

Today's Prior takes one extra brewing step to enhance its traditional smooth light character. The result: Liquid luxury.

© 2000 B&W, INC. P-1000

Vintage Ad Service
Security Mark

25 English racing colours.

(Which one belongs to Lord Canterbury?)



This is Surcingle, a distinctively heavy worsted race web traditionally used as the belly band on British thoroughbreds. Intrigued by its uncommon texture and well-mannered tones, we decided seven years ago that Surcingle would make especially handsome and sturdy sport belts. Today the Canterbury Surcingle belt is a classic. Made completely in Great Britain, it is a generous 1 1/4 inches wide. The saddle-stitched tab is natural-tanned English bridle leather. The man-sized harness buckle is solid brass. And since we are the exclusive makers and importers of authentic Surcingle belts from England, all 25 racing colours belong to Lord Canterbury. You'll find most of them at better men's shops everywhere, in sizes 28 to 48, \$3.55.

Canterbury Belts Ltd.

It is most likely that the finest shop in your city has the Surcingle belt in your colour choice, or they can obtain it for you if you show them this advertisement. If you prefer, write for the name of a store near you to: Canterbury Belts Ltd., 36 E. 37 St., NYC.



"Always keep the bar in your Rolls Royce as well stocked with Schweppes as the bar at home," cautions Commander Whitehead.

The President of Schweppes U. S. A. reveals his own secret recipe for making magnificent Tonic Drinks

A TONIC DRINK is the easiest drink in the world to make," says Commander Whitehead.

That's because the basic recipe is so simple. All you really need is Schweppes Tonic and liquor—gin, vodka, rum, you name it.

However, there are a few differences between a Tonic Drink that's great and one that's magnificent. Here are Commander Whitehead's own

secret rules for the magnificent:

1. Use just a couple of ice cubes in your drink. More will only dilute the drink. (Some people keep their Schweppes in the refrigerator—and don't use any ice cubes at all.)

2. Put a jigger of liquor in the glass—*then* add the Schweppes.

3. Pour Schweppes Tonic *slowly*, down the side of the glass. The House at Schweppes in London has been

working since 1794 to perfect Schweppesvoscence—little bubbles that always last your whole drink through. Don't squander that precious Schweppesvoscence by dashing your Schweppes on the rocks.

4. Don't stir. You don't want to mix Schweppes Tonic *with* any liquor, without

Now, sip slowly. Refreshing, don't you agree!



How do you keep roll-l-l-ing?



You give yourself this *quick, fresh lift!*

Where do you get that little extra oomph you need to carry you through? Right here—from 7-Up! 7-Up brings you brand new energy in only two to six minutes! And that isn't all. You get a brand new smile in your mouth, too. And a fine, frisky, fresh-as-spring feeling all over. Could you use that now? C'mon. It's 7-Up time!

FOR FRESH TASTE, THIRST QUENCHING, QUICK LIFT . . . "FRESH UP" WITH SEVEN-UP!





*you'd
know her
anywhere...
her name's
AMES -
STACY AMES*

She's the lady with the look... the avant-American look. With curves in all the right places. She spends her busy days in a stitched-down sheath of 100% wool flannel with a free-wheeling panel of buttons. To cinch it all: a sliver of marshmallow leather. Charcoal grey with camel, camel with charcoal. Sizes 10 to 18. About \$20.00*. At stores listed or write to Stacy Ames, Inc., 1400 Broadway, New York 18, New York

Arnold Coatsville, New York; Broadhook's, Detroit; Kettner's, Richmond; J. W. Robinson, Los Angeles; Lorenson's, Birmingham; Carson, First Scott & Co., Chicago; Woodward & Lothrop, Washington; Butler Bros., Baltimore.
*Exclusive license to 1964-1965

Vintage Ad Service
Security Mark



THAT AYRES LOOK

OUR BIRCHLEY CASUAL JANE (COVER) KNEE, MAGNIFICENT, BY BEN RHO.
L.S. AYRES & COMPANY, WISCONSIN

Village Art Service
Security Mark



7-UP MADE IT ALL TIME FUN SAFT



7-Up...where there's action!

*Where things are jumping... where
something's going on—expect to find 7-Up!
It's a natural for the action... and I've got
the sparkle that swings... due to 7-Up's
fresh and frisky... 7-Up's quenching
power you need to me!... first quit.
Look for it, 7-Up... where there's action!*



"Our secret?
A pinch of salt on top of each martini.
And the perfect gin, of course."

Like all true martini drinkers, these two have their own special way of making an excellent one. But no matter how they top off their martinis, they know that what really matters is the gin. It has to be smooth. And dry. Exceptionally dry. In other words, it has to be Seagram's. The perfect martini gin. Eliminates throwing salt over your shoulder every time.

The perfect martini gin.



Vintage Ad Service
Security Mark



Isn't that Raquel Welch behind those Foster Grants?

(Yes indeed. See her in "Bandolero," from 20th Century Fox.)

To remove any further speculation, we'll own up. That is Miss Welch.

But, as you can see, our Foster Grants (known to many as the Sunglasses of the Stars) have done it again. They've given Raquel a new dimension. Several in fact.

One moment she's capricious. Then contented. Now candid. Even coy.

That, kind heart, is the Spell of the Shades.

Long, long ago folks wore sunglasses only when they were under the sun. Now they wear them from sun up till sun up. From New Year's Day till New Year's Eve.

In every kind of weather. Everywhere.

Sunglasses have become funlasses.

We can't tell you how happy that makes us, since Foster Grant is clearly the leader in the anti-glare business.

We have more styles in more colors than anybody.

And they all have ff77 lenses that meet U.S. Government standards for eye protection (standards a lot of expensive imports don't meet).

Now, if somebody mentioned sunglasses, who would you think of first?

Besides Raquel Welch.



FOSTER GRANT F1000 \$1.00

"Am I doomed, C. B., to play the sex symbol in an age of flower children?"



FOSTER GRANT F1000 \$1.00

"So you admit you didn't come to Zermatt just to climb the Matterhorn."



FOSTER GRANT F1000 \$1.00

"... and now, love, you know all my secrets."



FOSTER GRANT F1000 \$1.00

"If you really wanted to hang on to Rhodesia, Sir Robert, why didn't you tell me?"



"Any man who straightens his tie as often as you just has to be hiding something."



FOSTER GRANT F1000 \$1.00

"Matador, you're looking at a woman who wants more than a moment of truth."



What in the world is Zero Mostel doing with Trigere style #987 in the Columbia Chicken Nickel in the Bronx?

Zero is there because he likes to have his pick of chicks. Found Trigere's #987 just his dish. As you can see, this wool feathered wool can go absolutely anywhere. It's just one of the heavenly things Trigere does for women who dare to wear the *Trigere* out of the ordinary.

TRIGERE

Vintage Ad Service
Security Mark

ONE OF THE WORLD'S LEADING PRODUCERS OF
MILITARY AND COMMERCIAL ELECTRONIC EQUIPMENT

HUGHES



**"National Accounting Machines return
200% annually on our investment!"**

—HUGHES AIRCRAFT COMPANY, Culver City, Calif.

"Our National System enables us to automatically prepare media for data processing simultaneously with the posting of our inventory records. The cost improvement factors associated with this system have given us a truly economical inventory control operation.

"Our four National Class 32 Accounting Machines save us \$46,500 a year, returning 200% annually on our investment.

"We are also pleased to report that the efficiency of our inventory control department has been increased, records are current and accurate, and inventory variances have practically vanished."

C. B. Huettner

C. B. Huettner
Treasurer and Director of Finance
Hughes Aircraft Company

**SOME FACTS ABOUT THE GAR-2
AIR-TO-AIR GUIDED MISSILE . . .**

Slightly over six-feet long and six-inches in diameter, this sleek "bird" is automatically launched and unerringly streaks to a bomber kill. Unlike the other models which employed radar as a target-seeking device, the GAR-2 uses infra-red detection to home-in on a target. Just recently the USAF announced that the Super Falcon GAR-3—more deadly than its predecessors—is in production at Hughes' Tucson Plant.

TRADE MARK REG. U. S. PAT. OFF.

National

ACCOUNTING MACHINES

ELECTRONIC DATA PROCESSING

ADDING MACHINES - CASH REGISTERS

NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO
1,039 OFFICES IN 121 COUNTRIES . . . 77 YEARS OF HELPING BUSINESS SAVE MONEY



9:00



9:01



9:02



9:03



9:04



(... and a Merry Christmas to all!)

Hush Puppies casuals are always first out of their Christmas wraps. Here's why: 9:01 **EASY-TO-CLEAN** Hush Puppies like these youths' oxfords and girls' oxfords stay clean with an occasional brushing. 9:02 **COLORFUL** women's slip-ons and women's oxfords are two of more than 100 Hush Puppies styles and colors. 9:03 **LIGHTWEIGHT** Hush Puppies, including these men's fleece-lined chukka boots and men's overlay moccasins, weigh less than 12 oz. per shoe. 9:04 **WATER-SHAKING** Hush Puppies, specially tanned to resist water, dirt and soil, include these men's saddle golf shoes and women's saddle golf shoes (with optional kiltie).



Hush Puppies

BREATHIN' BRUSHED PIGSKIN®
CASUAL SHOES BY WOLVERINE

Just like drying your hair in the fresh desert air!




AT HOME FASHION BY PERFECT NEGLIGEE

The new Schick *Le Salon* professional hairdryer especially designed for home use

(gives you the ultimate in speed and comfort!)

Le Salon by Schick dries your hair faster, better than any other you've ever used. Its soft, zephyr-like air flows from tiny holes in the roomy hood...air so gentle you never need a net. And so comfortable! With Le Salon you can forget about covering your ears or neck. No nerve-wracking noise either. And so safe to use—doesn't change the color of bleached or tinted hair the way other hairdryers can. (Perfect for children's hair, too!) With Le Salon, you have easy-to-adjust temperature control. And you'll love how it fits into any decor, moves easily on its own wheels, stores in the smallest space.

SCHICK

 *The mark of quality*

Fastest portable
Hairdryer...ever!



SCHICK PETITE SALON
WITH TRAVEL CASE,
built-in mirror and
manicure center,
bouffant hood.





The total washer



Your mother had it easy.

Your mother didn't have to make the washday decisions you do.

With her, everything was cotton.

But you have to decide exactly how to wash permanent press and every other miracle fabric that comes along.

To keep up with the "hang tags," you need more than an automatic washer. You need one that will follow orders. Like the GE Versatronic® Washer.

It has infinitely variable water levels, wash and spin speeds, everything you need.

For electric blankets, knits and cashmeres, you can choose an action even more gentle than your hands.

Or you can dial an action vigorous enough to get dirty



Solid State Versatronic Washer, Heavy Duty (Model WWA4800L)

jeans looking like they never left home.

You can load that big capacity washer with up to 18 pounds of mixed heavy fabrics.

Or, for hurry-up small loads, use GE's exclusive MINI WASH® system, a new 10-minute MINIQUICK® cycle that lives up to its name.

And for all loads, GE's up-on-top Filter Flo® lint collector lifts lint right out of the water.

Want a total washer that takes orders? See a GE Versatronic today at any GE dealer's.

Buy a matching GE dryer, gas or electric. There's now gentler for permanent press.

Program Is Our Most Important Product

GENERAL  ELECTRIC



Suit by Dalton of America

Marked for greatness

This superb suit with the mark of the world's best... pure wool

Excellence. In design, detail, tailoring. That's what you get when a designer cares. In fabric, you get the world's best. Pure wool. Wool that drapes gracefully, tailors beautifully. Wool with the natural resilience to keep in shape. Designers of distinction choose wool. They're proud to wear the mark, created



This mark was created by the Wool Bureau, Inc.
It is awarded to quality products made of the world's best pure wool.

by the Wool Bureau, given only to fashions made of the world's best pure wool. Look for the wool mark. Wherever you find it, you find devotion to excellence. Dalton selected pure wool in an exciting crochet knit to bring you this dazzling 3-piece suit. The Wool Bureau, Inc., 360 Lexington Ave., New York 17, N.Y.



"It's so beautiful... so dependable... and you save \$95.00"

In simple truth, the \$95 saving on every typewriter is only the *third* reason why the new Royal Electress™ is such an extraordinary value among office electrics.

The first reason: This beautiful typewriter produces beautiful results; print work as neat and uniform as a business card.

The second reason: It's a strong, trustworthy typewriter. Its dependability results from new engineering

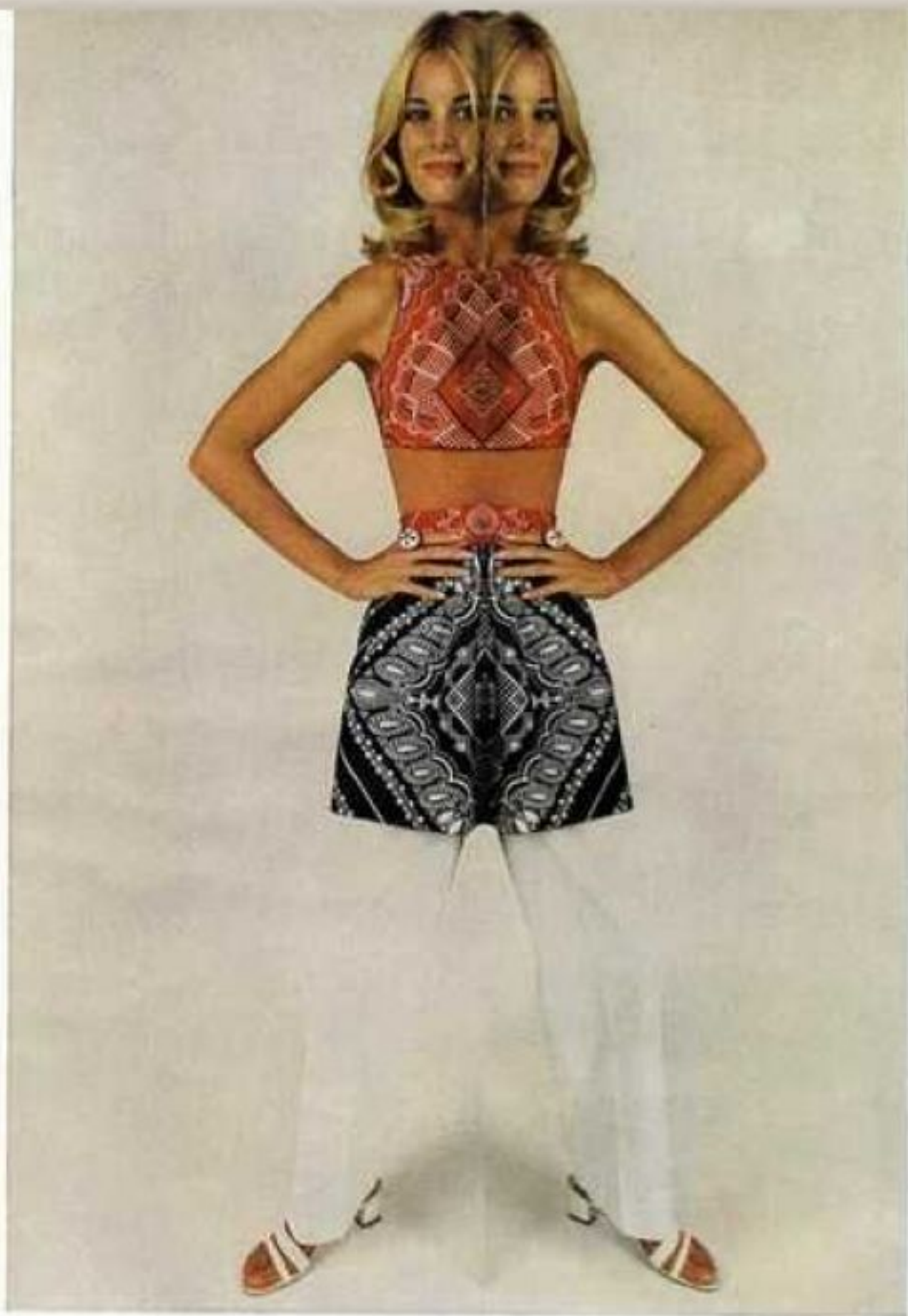
simplification that eliminates 645 parts in type bar linkages alone. Yet, the Royal Electress is a full-sized electric, with every feature you want and a few found nowhere else.

All this at \$95 less than you'd pay for most comparable electrics. Why not let your office staff meet the Electress in person?

Your Royal Representative will be happy to demonstrate its advantages. Just call him. He's in the Yellow Pages.

ROYAL

Every year, more Royal typewriters are bought in America than any other brand



GEMINI



MAY 22-JUNE 21

Divided you stand, two-people-in-one. You're ruled by Mercury so quicksilver. Hence, your alert mind. Gemini's favorite word is "why?" Being restless, you need to relax, get relief tension. When your shoulder muscles are tightly strung, knead rhythmically until they loosen. Then strongly rotate the three middle fingers of each hand up and down the neck. Stretch your entire body by standing with feet apart, arms over your head. Bend slowly from the waist, letting arms swing through the legs. Swing back to start. Repeat ten times. Remember mind-tran relaxation: a warm bath, hot soup, change of routine, soothing music, a brisk walk. Doubly big this year are the bandanna print (even double here), banner colors of red, white, and blue, and a bare midriff. Best kites, shirt skirt, and wide-leggy pants. By Leo Narducci. About 1972

REPRINTED BY PERMISSION OF THE ASTOR LENOX TILDEN FOUNDATION, NEW YORK, N.Y.

Village Hut Service
Security Mark

The lapels are silk brocade, the look is Lord West... and the lady approves. \$135 at authoritative stores. Lord West, 101 W. 21st St., N.Y.C.



Vintage Ad Service
Security Mark



FLAMELESS ELECTRIC CLOTHES DRYING adds so much to the joy of total electric living. All of your clothes come out sunshine fresh. And a modern electric dryer can be put anywhere because no special flue installation is required.



Throughout America, this Gold Medalion identifies modern homes in which families enjoy total electric living with flameless electric home heating and appliances.

YOU LIVE BETTER ELECTRICALLY • Edison Electric Institute, 750 Third Ave., N.Y. 10017



behind every great look—
a great fabric by

ALAMAC

MANHATTAN[®] chose Alamac's great 80% Orlon[®]/20% wool knit fabric for their famous "Greco" sportknit because they know what's best for them... best for you. An Alamac knit keeps its rugged manly look and handsome fit practically forever. Through seasons of automatic washings and comfortable wearings. Never stretches. Never shrinks. Just looks and feels great. Spirited colors include whiskey heather, burgundy, charcoal blue, metallic blue, charcoal red, spruce green and forest green. Sizes S, M, L, XL, about \$6. At fine stores everywhere. Fabric by Alamac Knitting Mills, Inc., 1412 Broadway, New York, N.Y. 10018.
© Reg. TM Du Pont



B Altman & Co



A. Brigellen: black, brown, burgundy or helen green suede, 32.00



B. Elgin: black or brown grained buffalo 28.00



C. Lafayette: black, brown, olive green or red suede, 27.00

The slender boots of British Brevitts!

Slimmer, closer fitting, fabulously flattering . . . now in our thrilling Brevitts collection. The Shoe Salon, second floor, Fifth Avenue [212] MU 9-7000, and at suburban stores.



D. Suho: black or waxy calf, 32.00



Aquascutum
LTD. OF LONDON, ENGLAND



leads the way with the new British look

Presenting a coat created by London tailors which has the authentic British look. The style is easy yet aristocratic, comfortable yet correct. The cloths it is made in are the finest woven—coverts and cashmeres, lambswool and tweeds; for mild or cold weather for town and for country. The fit is nothing short of perfect as in all Aquascutum clothes.

Try it on at your town's finest shops and see how good looking a coat can be—\$110

AQUIASCUTUM CO. LTD., 2 EAST 37 STREET, NEW YORK 16, NEW YORK

MADE IN ENGLAND

© 1954 AQUASCUTUM LTD.

Do the skate:



Skate right, clap hands.

Skate left.

Shake shoulders, roll hands.

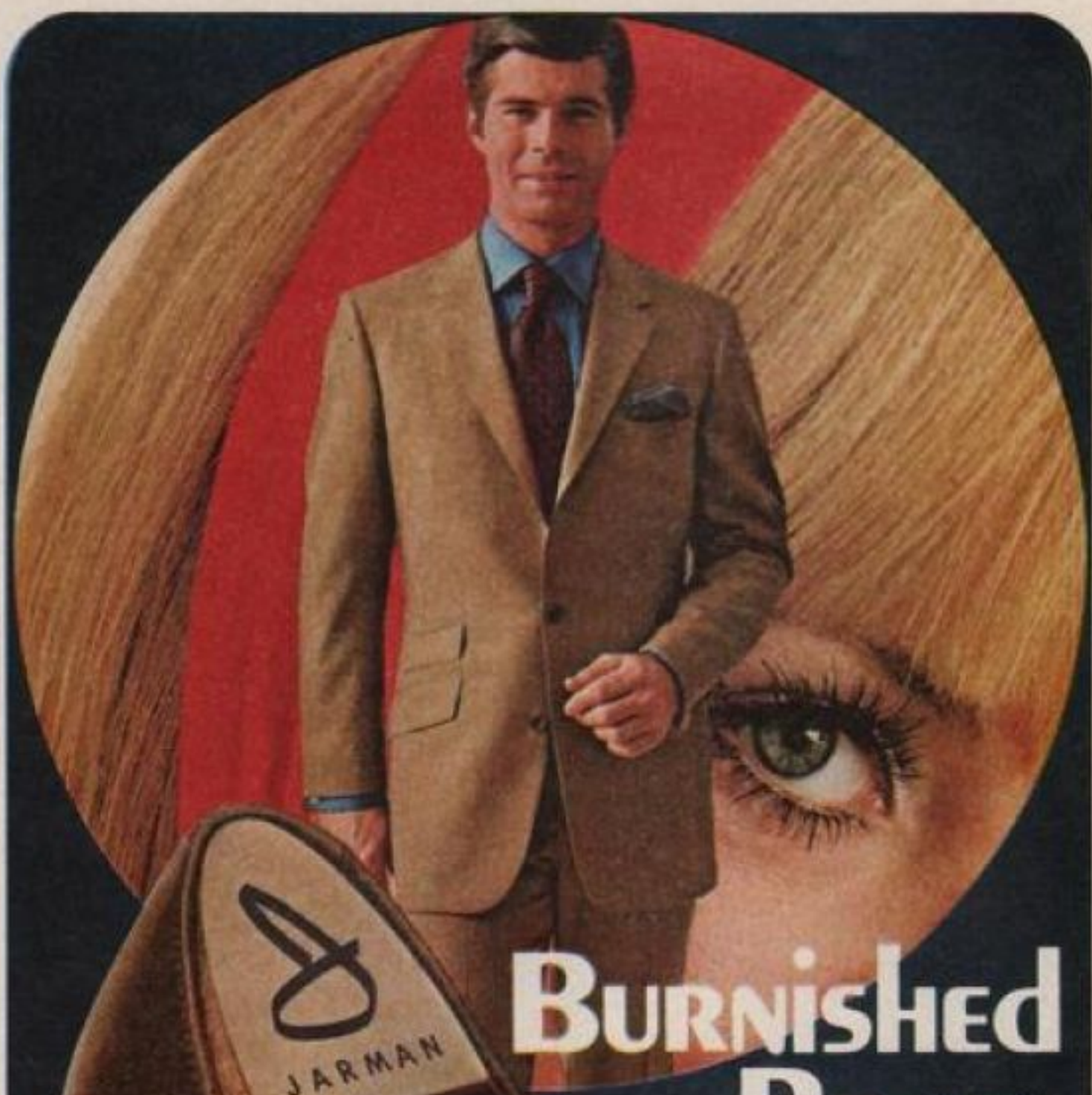
Skaters position, lean forward.

Skate forward right, then left.

Cut loose in Career ClubTM Shirts

Career Club tapered shirts in cotton broadcloth with new hi-boy roll collar. 15 hot and sweet colors. \$4. Slightly higher in the West. Get free dance booklet at your Career Club dealer. Or write to Dance, Truval Shirt Co. Inc., 350 Fifth Ave., N.Y.











BURNISHED BRASS



Jarman's new leather color really "swings" with today's lighter tones in men's wear. Available at your nearby dealer's in several upbeat interpretations with the "shaped" look. Try a pair and swing into the season in style ("wear-tested" Jarman comfort, too.)

Jarman
SHOES FOR MEN

Illustrated style, J4061—about \$20.00. At Jarman dealers and stores from coast to coast. Most styles \$15 to \$26, with prices slightly higher in the West and in Canada.

JARMAN SHOE COMPANY, NASHVILLE, TENNESSEE • A DIVISION OF      

Julie could bring home a \$700 knick-knack
and her husband would buy her the whatnot to put it on.

Indulgent? You bet. And why not. He's married to a girl who makes their evenings at home the most glamorous nights of their lives. You can tell by the way she dresses for him.

Yes, that *is* mink she's wearing. The world's most luxurious mink, imported from Scandinavia. Natural White Saga Mink. In an extravagantly beautiful At Home costume by Grosvenor of Montreal.

Expensive? Very. But when a man's wife decorates his castle the way Julie does, he's not about to give her a lecture on home economics.

SAGA

EXTRAORDINARY MINK FOR THE EXTRAORDINARY GIRL
IMPORTED FROM DENMARK FINLAND NORWAY SWEDEN

Vintage Ad Service
Security Mark



PECK & PECK SHOPS ARE LOCATED IN: NEW YORK • CHICAGO • BOSTON • PHILADELPHIA • BALTIMORE • DETROIT • CLEVELAND • ST. LOUIS
MINNEAPOLIS • ST. PAUL • INDIANAPOLIS • WASHINGTON, D. C. • ATLANTA • CINCINNATI • KANSAS CITY • HARTFORD • BUFFALO • PROVIDENCE



American naturals...

the Peck & Peck look and California Redwood

Steps to a fun-filled summer... with this whimsical tree-house stairway of colourful California redwood, which is available from the member mills of the California Redwood Association. And from Peck and Peck... the gay whimsy of colourful cotton calico. Patchpocket swim suit, 16.95 Eton collar shirt, 6.95 Patchwork wrap-skirt, 10.95 All 8 to 16, red or yellow. Matching shoe flats, 5 to 9, 6.00






LUNAR Gold



Jarman brings the moon's golden glow down to earth in this luxurious new leather color. And Jarman designers have created of Lunar Gold a collection of footwear fashions that are smartly at home *in this or any other world*. Lunar Gold styles (all featuring "wear-tested" comfort) are now on display at your Jarman dealer's.

Jarman
SHOES FOR MEN

At Jarman dealers and stores from coast to coast. Most styles \$15 to \$28, with prices slightly higher in the West and in Canada.

JARMAN SHOE COMPANY, NASHVILLE, TENNESSEE • A DIVISION OF GERRARD 



Women have changed

so have Enna Jetticks'

Village All Service
Security Plans



ARIES  MARCH 21-APRIL 20

Aries stands for action. You are the original new-idea girl, energetic and excitable. Because you're so dashing and doing, venture out with a braided and curled special-occasion hairstyle. Carry your head high, knowing that an outstanding look depends on perfect posture. Your body is kept in condition and control with outdoor exercising. To makeup, wear an all-day foundation, to keep your skin looking flawless for hours. Tawny cream rouge shapes your face, gives a natural glow. Light reds and blondes get a chance to try something startling: blonde false eyelashes, no eyeliner, soft shadow of gray-brown on lids, highlight white under brows. Wow! Aries' color is fiery red. This dramatic evening dress falls flowing and long over slithery pants. Black-bound crepe, cut open to waist. By Donald Brooks. Aries

HAIR: PETER; MAKEUP: JANE; STYLING: CHRISTINE OF 4404 FIFTH AVENUE, MANHATTAN; GALLERY: MANNING.

Vintage and More
Security Mark



Gown by ELOISE CURTIS

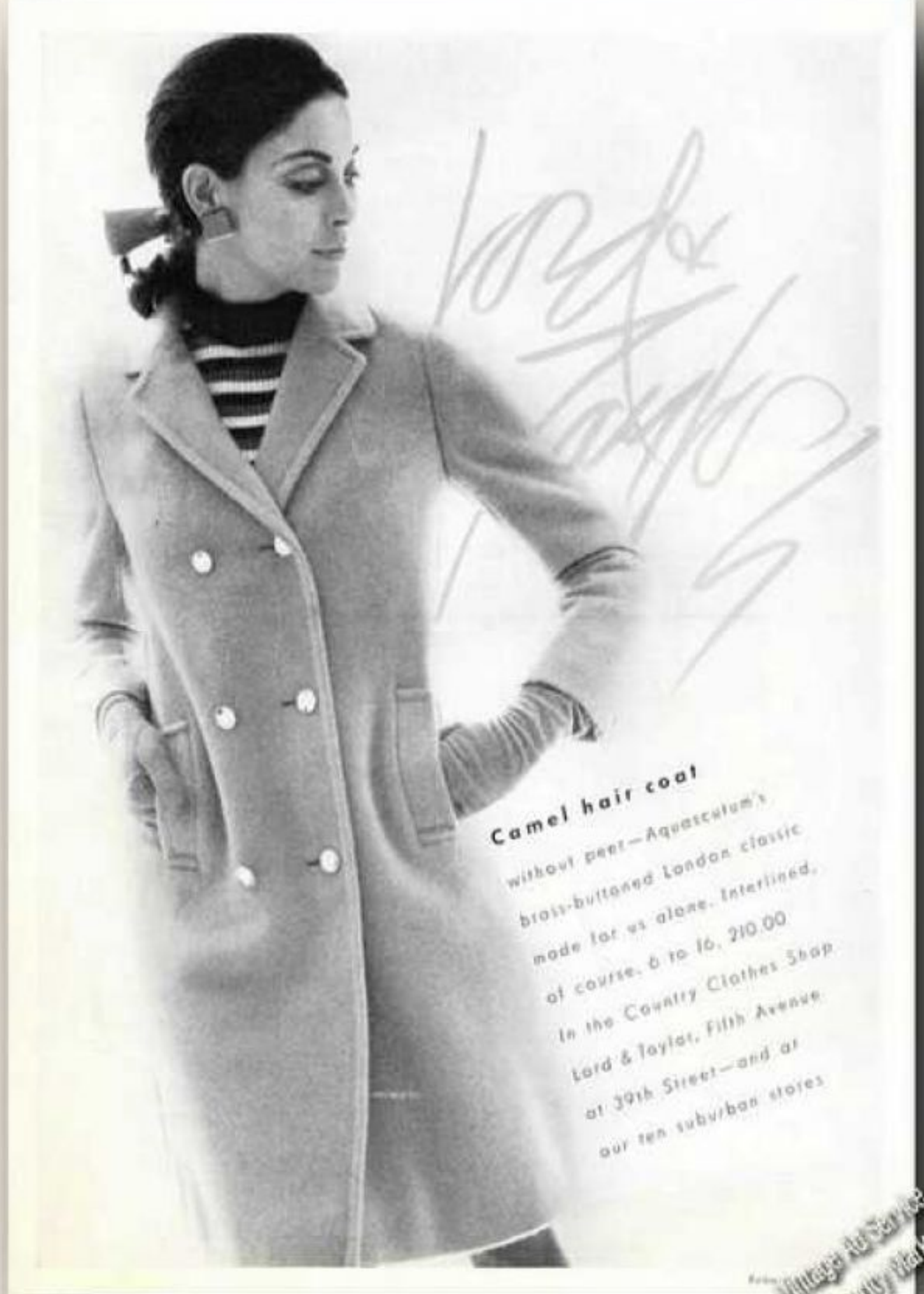
*The Symbol of Best Dressed
Women Everywhere . . .*

They look for the ILGWU Union Label on all women's and girls' apparel. They know it is the signature of the 450,000 craftsmen members of the International Ladies' Garment Workers' Union—80 per cent of them women, who work for 14,000 responsible creators and manufacturers in America's giant fashion industries. Over 63 years of steady progress, these skilled workers have gained decent hours and wages, good working conditions, health and welfare benefits and fair employment practices through their union.

FASHION RIGHT—CONSCIENCE RIGHT—When you shop take a long, sharp look at style, color, fit and workmanship. But use your conscience as well as your eyes. Look also for the ILGWU Label.



Symbol of Decency,
Fair Labor Standards and the
American Way of Life.



Camel hair coat

without peer—AquaScutum's
brass-buttoned London classic
made for us alone. Interlined,
of course. 6 to 16, 210.00
In the Country Clothes Shop
Lord & Taylor, Fifth Avenue
at 39th Street—and at
our ten suburban stores

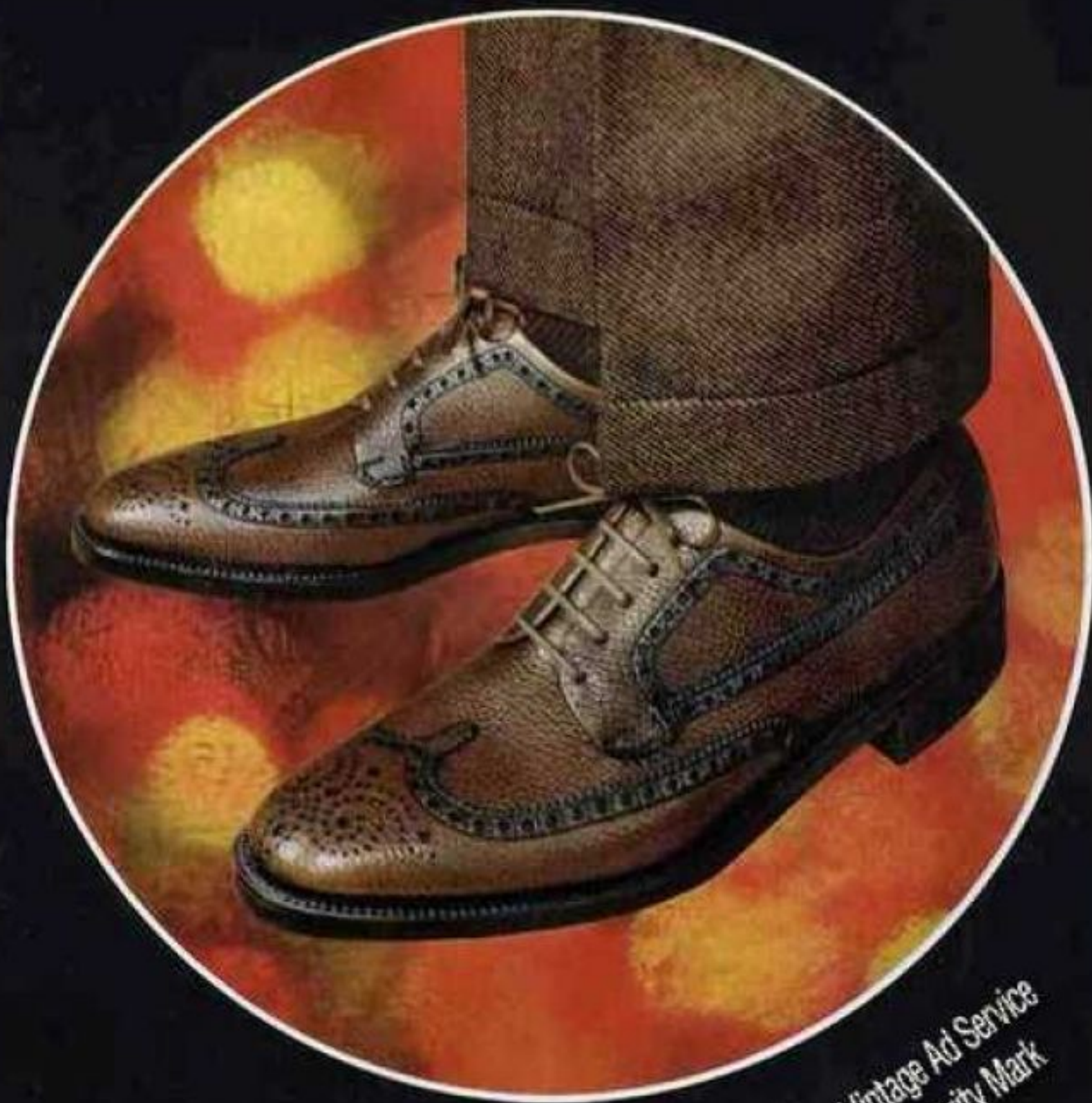
From Village Hat Service
Security Mark

Good enough isn't good enough

Being better than the other guy is just as important in business as it is in sports. And it's done the same way. By always trying to be the absolute best. If good enough isn't good enough for you, we have something in common. More men wear Florsheim Shoes than all other quality brands because we make over 213 styles and 156 sizes (they

get what they want), and because Florsheim Shoes are built better to wear longer for lower cost (they like what they get). You can make a 'good enough' pair of shoes in four days. We take about six weeks. We have to. Good enough isn't good enough for us or for you! Florsheim is America's standard of fine shoe value. Because we deliver.

FLORSHEIM (we deliver)



THE STRATFORD, a Royal Imperial Shoe, in select brown hand-stained coventry calf, 97608. Black, \$50. Most regular styles \$19.95 to \$27.95/Most Imperial styles \$37.95

Vintage Ad Service
Security Mark



**DANSKINS
ARE
NOT JUST
FOR
DANCING**

What we started for dancers the whole actively involved female world has grabbed up. Indeed, why not? Danskis knits the finest full-fashioned sweaters, pants, and seamless tights. Running mother's 100% nylon mock turtleneck 7.00, stretch nylon tights 4.00. Riding daughter's mock turtleneck sizes 2-6 4.00, 7-14, 5.00. Tights 3.00. Write for illustrated catalogue NY 11 and name of your nearest store. Danskis, 437 Fifth Ave., N.Y., N.Y. 10016. Division of Triumph Hosiery Mills, Inc.

DANSKIS
with a Security Mark



VAQUEROS **Ley** ... hechos a toda **Ley**

La línea mas completa de pantalones sport tipo VAQUERO

Ley

Estilos diferentes-Corte inigualable

...Y de venta en los principales almacenes de la Ciudad

Village du Service
Security Mark



LIVE THE CAREFREE ELECTRIC WAY

“Electric heat is so clean I can use colors I never dared use before”

Maybe you're not ready to go quite as far as our white-on-white living room. No matter. The point is, with carefree electric heating and cooling you can decorate with light colors to your heart's content . . . confidently pick the new pastels you've yearned for. Because electric heat is flameless. So you can't buy cleaner heat for your furniture, walls, window sills and draperies. In any home, old or new. Mobile home and apartment, too. Take a step toward the carefree life. Call your electric heating contractor or your electric light and power company.



Live the carefree way with
Flameless Electric Heat



**Live Better
Electrically**

Edison Electric Institute
750 Third Ave., N.Y., N.Y. 10017

This Gold Medal identifies a home where
everything's electric, including the heat.



**Shaped to stand out
in the open—**

Majestic's blue chambray-denims
peppered with red and white!

Sleeveless shirt, 10.00—collare, 10.00
with a sleeveless shirt, 4.00—jeans and
flap-pocket jacket, each 8.00—
flap-pocket skirt, 8.00, with roll-sleeve
shirt, 5.00 All cotton, sizes 8 to 18.

Under jacket, top-left, a mock-
turtleneck sleeveless shirt, red or
white Helanca® nylon, 10.00 to 14.50

Second Floor, 1000 Broadway, New York
Lord & Taylor, 1000 Broadway, New York
Security Mart

Fifth Avenue at 39th Street
And at our eight suburban stores

LADY MANHATTAN CRUISED TO HAITI ON THE HOLLAND-AMERICA LINE

WONDERFUL,
WONDERFUL

Lady Manhattan

Tropical elegance is put you "In the mood" ...the El Ritz in Haiti and Lady Manhattan® is 100% pure silk. This lovely Lady Manhattan peony screen print shirt is belted with a cord-gate neckline and 3/4 sleeves in yellow, aqua and coral. The 100% silk linen-textured skirt is lady lined has its own zeff. Fashion colors. Both in sizes 10 to 18. About \$15 each. Prices slightly higher in the West. Lady Manhattan, 1407 Broadway, New York 18, N.Y. A Division of The Manhattan SBT Co.

At these and other fine stores:

W. ALTMAN & CO., 410 5th Ave.
BARBERGER'S, 10th Ave.
JOHN BARBERGER, 7th Ave. (E. 17th St.)
NEWMARKET-SHOP, 44th Street
S. KANE SHOP CO., 11th Avenue
JORDAN MARCH, 10th Ave.
L.S. AYRES, 10th Avenue
JOSEPH HORNE, 11th Avenue
GARDEN, 10th Street, C-1000
BURNER'S, 10th
STYL. BARK & PULLER, 11th Ave.
MIRIAM BLUMBERG, 10th Avenue
TYING-BERTLINGER, 11th Ave.
L.W. ROBINSON, 10th Ave.
KROGER'S, CALIFORNIA







All you feel in a Bali bra is beautiful.

Vintage To Service
Beauty Mark



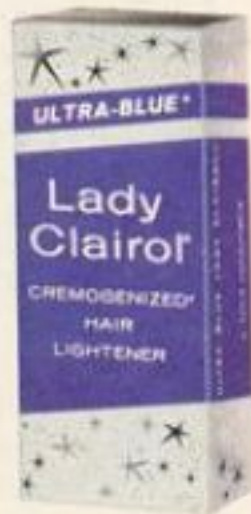
Is it

true...

blondes
have more
fun?

Doors open for blondes . . . traffic stops for blondes . . . men adore you, do more for you . . . life is tops for blondes! Why not be a blonde and see—a Lady Clairol blonde with shining, silken hair.


Now, with amazingly gentle new Ultra-Blue Lady Clairol, it's so easy to be blonde. Takes only minutes. Feels deliciously cool going on, leaves hair in wonderful condition, soft-toned, silkier, altogether beautiful! So if your hair is dull blonde or mousey brown, why hesitate? Hair responds to Lady Clairol like a man responds to blondes—and darling, that's a beautiful advantage! So try Ultra-Blue Lady Clairol, you'll love it! Whipped Creme or Instant Whip Lady Clairol are still available in the red package.



Your hairdresser will tell you a blonde's best friend is
New Ultra-Blue® **Lady Clairol®** Creme Hair Lightener

*T.M. ©1960 Clairol Incorporated, Stamford, Conn. Available also in Canada

adflip.com



“ Last year I gave Mommy a frog. The year before 3 marbles.
But now I understand women better.
So I'm giving her Ship'n Shore blouses for Mother's Day. *Vintage Ad Service*
Security Mark”

THE
Oleg Cassini

COLLECTION



BY *FRENCH SHRINER*

You'll feel much easier in a French Shriner shoe . . . because you know it's the very finest . . . and the only shoe backed by the fashion authority of Oleg Cassini . . . a collection of impeccable footwear, designed to complement contemporary custom tailoring by the leading names in men's wear design. From French Shriner . . . house of fashion.

FRENCH SHRINER • 235 Old Colony Avenue, Boston, Mass. 02127

Vintage Shoe Service
Security Mark



* marque déposée EMBA HOME BUSINESS ASSOCIATION

élégance authentique - le plus beau du monde

Virginia Thorne, Star

vison gris pâle naturel AZURENE * EMBA *

MARRON FOURRURES 9, AVENUE MATIGNON

PARIS 8^e - 75008
Société MARRON



The world of Mitzou
—now encompassed in
Lord & Taylor's

Country Clothes Shop!

This top Spanish designer
handles leather and
suede as if they were the
softest fabric—and her clothes
are exquisite—dresses, coats,
suits and separates,
smooth as butter, from 70.00 to 300.00
This suede dress and coat, each 185.00

Ours alone,

Lord & Taylor, New York

THE MADNESS OF COTTON

as expressed by *Adele Simpson*

Great, colorful flowers that explode like fireworks
in a white, white firmament. Cotton made it happen. Cotton
made it the high fashion it is. Wear it and
listen for the murmurs of admiration, the sighs of envy.

National Cotton Council, Box 12285,
Memphis, Tenn. 38112.



Love him with Puritan Ban-Lon® Brookviews of DuPont Nylon



Give him America's favorite knit shirts. Full-Fashioned.
Automatic wash and dry. In 25 amorous colors. \$8.95 each.

PURITAN®

THE PURITAN SPORTSWEAR CORP., 135 W. 50TH ST., NYC

Where to buy it? See last page.



North
America's
Hospitality
Dish...

CRISPER SANDWICH RECIPES

**Kentucky Fried
Chicken**

COMPANIES THAT ARE PART OF THE KFC SYSTEM

What
this country
needs is
a good 25¢
Whiskey Sour*



It's here!
It's Heublein!



Enjoy the luxury of Heublein Cocktails at home. They taste better than plain whiskey, cost less, are just as easy to serve. Manhattans, Martinis, Daiquiris, Old Fashioneds (you name it) all expertly rained of choicest liquors. Just pour on-the-rocks. **HEUBLEIN COCKTAILS**

*One bottle (8 oz.) makes sixteen 1 1/2 oz. drinks. Based on average retail price under \$4.00.

(Preserved High-Blow)

THE BULLDOG CHOICE - ALL FULL STRENGTH AND COMPLETELY READY TO GO. 100% GRAIN NEUTRAL SPIRITS. 40% ALC/VOL (80 PROOF). 100% GRAIN NEUTRAL SPIRITS. 40% ALC/VOL (80 PROOF). 100% GRAIN NEUTRAL SPIRITS. 40% ALC/VOL (80 PROOF).

HEUBLEIN COCKTAILS. 100% GRAIN NEUTRAL SPIRITS. 40% ALC/VOL (80 PROOF). 100% GRAIN NEUTRAL SPIRITS. 40% ALC/VOL (80 PROOF). 100% GRAIN NEUTRAL SPIRITS. 40% ALC/VOL (80 PROOF). 100% GRAIN NEUTRAL SPIRITS. 40% ALC/VOL (80 PROOF).

HEUBLEIN COCKTAILS

Examine these raincoats, each dry-cleaned just once . . .



One of these raincoats stays water-repellent!



This is by far the most persuasive photograph we could ever show you to demonstrate the effectiveness of "Scotchgard" Brand Rain & Stain Repeller. As you can see, all of these raincoats except one have lost their water repellency after only one dry cleaning. Only the coat made of fabric treated with "Scotchgard" Rain & Stain Repeller will stay a raincoat, season after season, without reprocessing! This unique fluorochemical fabric treatment gives the highest

degree of water repellency ever made possible, and its protection is durable through both repeated washing and dry cleaning. Bonus benefits: this remarkable fabric treatment also repels oil- and water-borne stains, and resists soil. More reasons why your raincoat treated with "Scotchgard" Rain & Stain Repeller will stay new-looking longer than any raincoat you've ever owned. Be sure to ask for it the next time you buy rainwear, outerwear, too!

 **SCOTCHGARD**
RAIN & STAIN REPELLER

©1987 3M Co., St. Paul, MN



The Prince Ferrari Classic White Shirt

After Prince Ferrari designed the greatest white shirt in the business, what else could he do? Design a wardrobe of 13 great fashion colors!

You can buy them one color at a time... tailored in exclusive, fine 2 x 2 imported fabric with elegant spread collar, slightly tapered body and distinctive cuffs.

See the entire shirt collection, as well as the latest Prince Ferrari neckwear and leather goods at fine stores everywhere.

Prince Ferrari, 44 West 28th Street, New York, New York 10001.

Prince Ferrari



That's using your pumpkin! When the job is finally perfect—sit back, relax, refresh with an ice-cold Coke.

things go
**better
with
Coke**



*Vintage Ad Service
Security Plans*



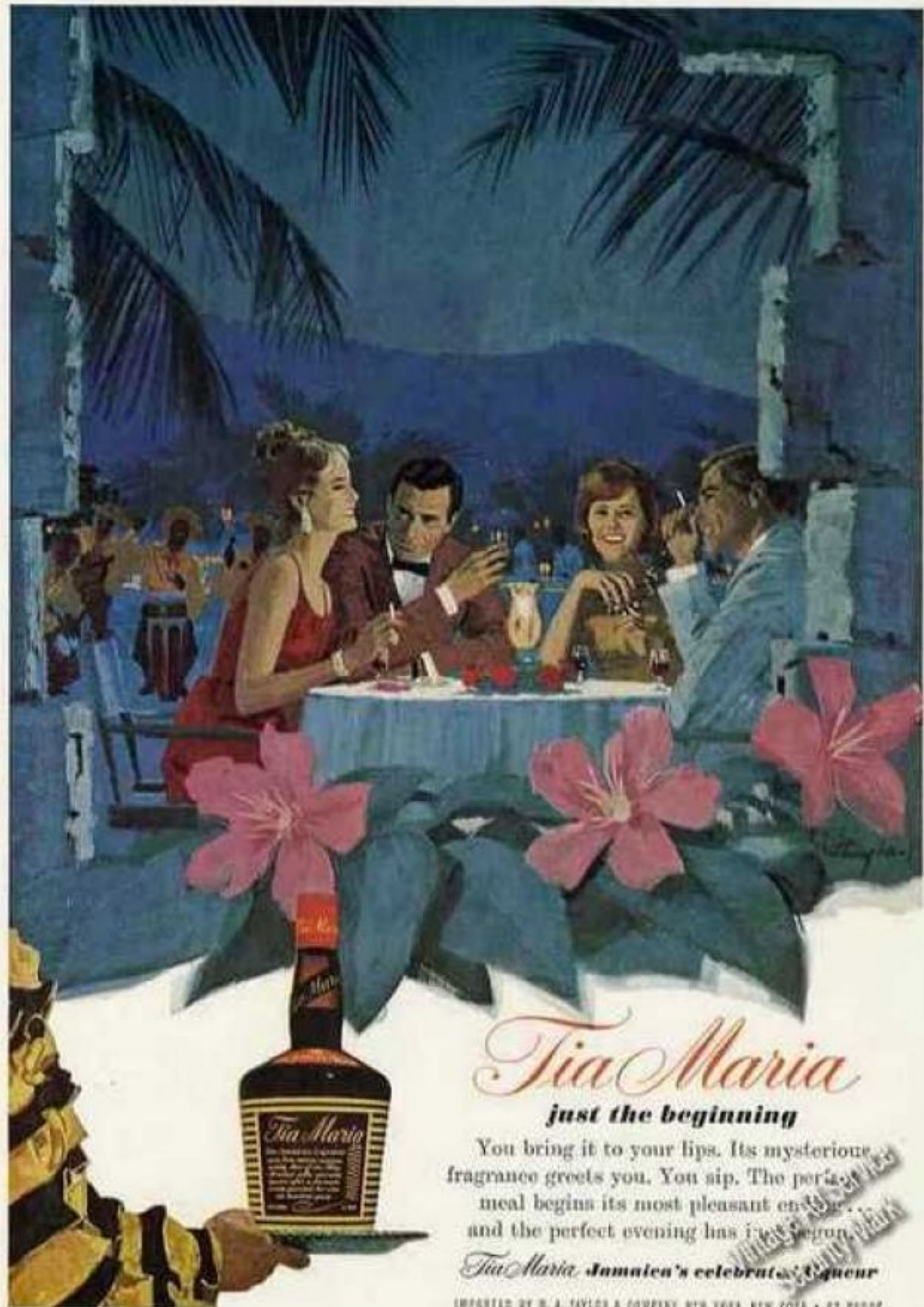
Choose gold, blue, green, red or black—in a mini-check with matching tie and handkerchief. The new Madison Avenue collar comes with regular or French cuffs. Two other sizes of checks also available, all in a blend of Dacron® polyester and cotton that we call DEXTON PERMA-IRON. Wash, tumble dry, wear it. Sanforized-Plus-2. \$11.00.

Arrow

A DIVISION OF
CLUETT, PEABODY & CO., INC.

colorful
From Arrow,
the white shirt company.





Tia Maria
just the beginning

You bring it to your lips. Its mysterious fragrance greets you. You sip. The perfect meal begins its most pleasant end... and the perfect evening has just begun.

Tia Maria. Jamaica's celebrated liqueur

IMPORTED BY W. A. TAYLOR & COMPANY, NEW YORK, NEW YORK • 62 PAGE

Hathaway gives Oxford a new twist

Lighter Dacron® polyester and cotton fabric, new colors like Tia Maria

Thanks to Hathaway, Oxford cloth is no longer the hot old heavyweight it used to be.

It's lighter, smoother, more comfortable. That's because Hathaway invented a whole new cloth we call *Polo Oxford*. It even has a Durable Press finish to keep it particularly neat.

This new Oxford takes colors better, too. Shown: Tia Maria, named for the delectable Jamaican liqueur it so closely resembles.

That's Hathaway's London Polo collar. Wear it pinned or straight. Very smart either way. \$10.

HATHAWAY'S TRADEMARK FOR THE OXFORD LINE

Hathaway.

THE HATHAWAY GROUP



Grosvenor
canada

D.H. GROSVENOR INC. 300 ONTARIO STREET WEST, MONTREAL, CANADA • D.H. GROSVENOR INC. MUEHLBACHSTRASSE 41, ZÜRICH



Vintage Ad Service
Security Mark

The precious fur for a precious few *Empress C* *Chinchilla*



JUST OFF THE PRESS!

The newsy gown they said
was too wild to print

The Great Paper Dress

An Exclusive
Holiday Offer from
Johnston's Pies

APPLE - PUMPKIN - MINCE

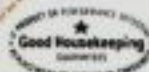
1²⁵
PLUS 25c HANDLING


(AND THAT'S NOT PIE IN THE SKY)

It's so beautiful. Fashion's just-for-fun dress designed by the Scott Paper Company to wrap you in colors so rich and hot (thank heavens the dress is fire-resistant). It's so beautiful. Tie shoulders for easy step-in styling. Side slits to let you kick up a sensation. Wear it at home. Wear it at parties. Wear it without a care because when you're through you just give it the air. It's so beautiful. And it must be yours.

Just look for Johnston's frozen holiday pies: Apple, Pumpkin and Mince with the Paper Dress Offer right on the package. And tucked inside is your order blank. And would you believe that that's not all? With every dress you order, you receive 52¢ worth of Scott Paper product coupons. This is all just so beautiful. And near as your nearest market.

Offer expires January 31, 1967. Void where prohibited, taxed or restricted.





When it's "open and close" all day long...



*there's nothing like
the frost-proof*

...family Frigidaire refrigerator

You never have to defrost this Frigidaire refrigerator—because there's never any frost in freezer or refrigerator to melt into water. You never have to empty a pan. In daily use it's a delight! Go to the freezer for a package of frozen food. You'll never find one stuck to another. Take out a handful of ice cubes. They'll be as separate as a handful of diamonds. Never stick. Even if the family keep the doors of the family Frigidaire refrigerator busy all day, it's no matter. Frost can't form inside a Frost-Proof Frigidaire refrigerator. It's wonderful, marvelous, an absolutely great feature—but that's what you expect from Frigidaire. • Frigidaire is famous for quality, and every Frigidaire refrigerator has it, whether it's streamlined for thrift or loaded with luxury. That's why so many people say "there's just no substitute for the real thing—the original Frigidaire refrigerator."

FRIGIDAIRE



© 1975 Frigidaire Corporation

JUST FOR

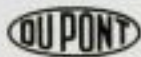
KICKS



ORLON®

Legs, that's where the action is in Orlon® acrylic. And it all starts where a short skirt stops. Take your pick of the fun going on, this fall—patterns, textures, colors. All yum, all swinging in "Orlon". Try them. Just for kicks!

ORLON® IS A REGISTERED TRADEMARK. DU PONT MAKES FIBERS, NOT THE FASHIONS OR STOCKINGS SHOWN.



Better Things for Better Living . . . through Chemistry

Dacron.[®] It ought to be a law.



JUNIOR ACCENT thinks 'twould be a crime for pure pizzaz not to have the lasting shape of "Dacron". Thus, this sonic knit that has — a print so bold you can almost hear it. And a fresh so great it goes on forever. And why? Because it's

100% Dacron[®] polyester. In red/white/navy, yellow/white/black. Sizes 6-16. About \$46. Available at Franklin Simon, New York and branches; Town and Country, Des Moines; Joseph Horne Co., Pittsburgh; Frederick & Nelson, Seattle.



*DUPONT'S REGISTERED TRADEMARK. DUPONT MAKES FIBERS, NOT FABRICS OR FASHIONS. LARRINGS BY IXTTIC CARNOGIE.

Better Things for Better Living... through Chemistry

**There is
beer.**

**And there is
Heineken.**



Also available in dark or on draft.

**Heineken
tastes
tremendous.**







FALL IS FOR FUN AND FUN-LOVIN' HUSH PUPPIES



444 Hush's fall is made sweeter with Hush Puppies—the shoes with great style for comfort. It's the perfect pair for your fall adventures. Hush Puppies has a variety of styles to choose from. Hush Puppies has a variety of styles to choose from. Hush Puppies has a variety of styles to choose from.



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Hush Puppies

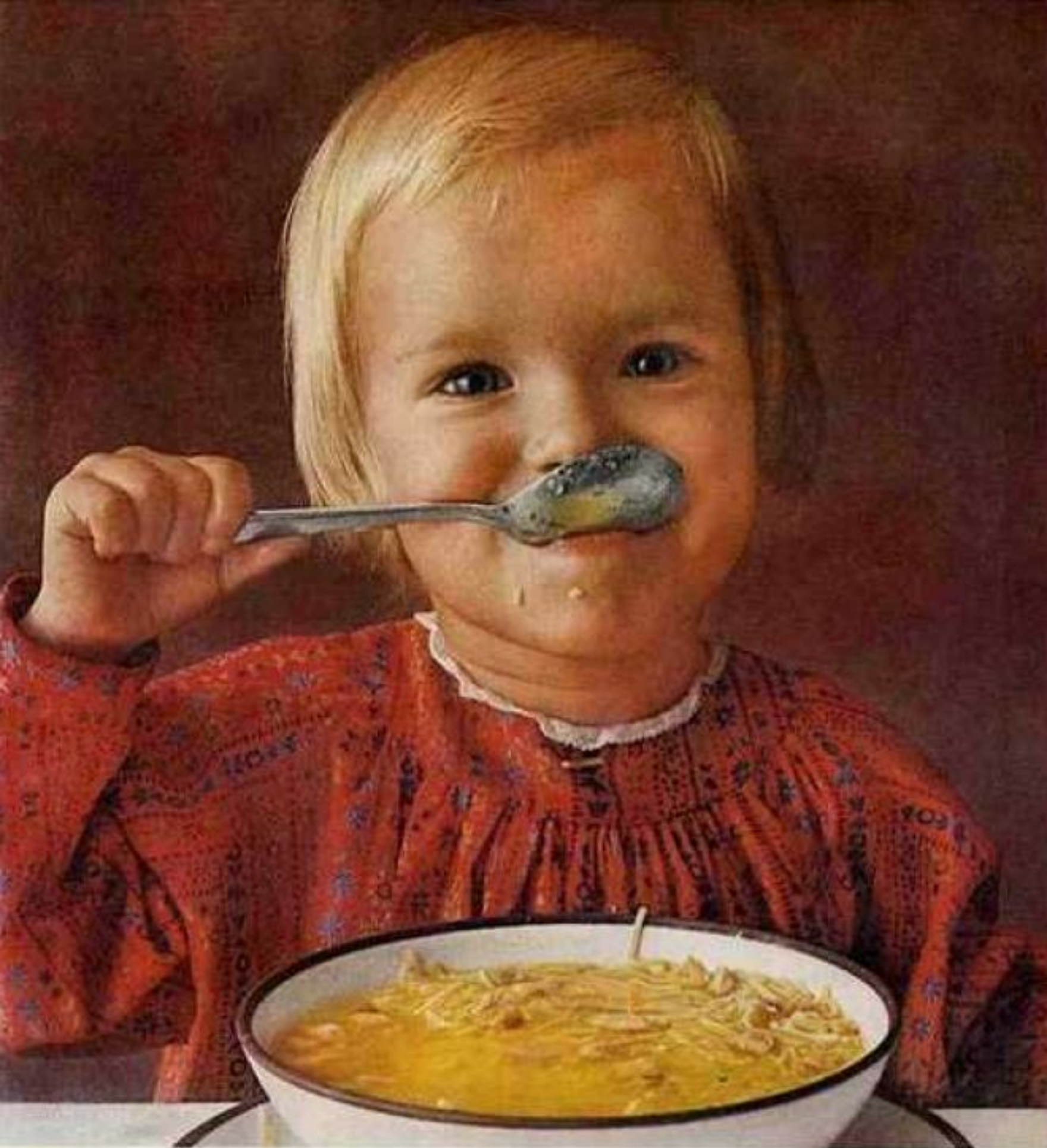
BREATHE. BRUSHED. PUPPIN'. CASUALS FOR THE ROAD.

Winters are here
Security Mark



This is the gamin that stops on a dime. Sliding to a halt just short of a pointed toe, this Gamin is the newest model going. We like it because it looks trim and taper-y, with a narrow squared-off tip its only decor. Standard equipment: lithe little heels. Sleek calf; nougat brown, grey or black. 1" GAMINS®...at Andrew Geller stores.

Andrew Geller
Security Plans



Mommy, can I have a bowl for breakfast, too?

Why not? Anytime, for that matter. New Lipton Chicken and Noodle Soup with Diced Chicken Meat is that delicious. Lipton plumps chunks of succulent white meat (white meat only!) and a shower of tiny fine egg noodles into a golden broth. Try it today. Better yet, try all 11 great soups from Lipton—the soups that taste like mother just cooked them.





nuovo!

THE SIMONETTA COLLECTION

Never before such a fashion fling in spring and summer casual shoes! It's the Simonetta Collection, fresh from the drawing boards of Rome's leading woman designer, listed exclusively by R.F. Goodrich and Hood Footwear. Nice? Sì! So nice that you'll want to sail into that very special store nearest you (it's listed on the opposite page) and step out in the most exciting sun-time footwear ever! \$8.95

Only an Irishman
could love
whiskey enough
to take this much
care making it.

For 112 winters now, old Henry McKenna's proud Kentucky bourbon table whiskey has been doing its part to make noggs and grogs, wassails and toddies, fruitcakes and other special holiday treats more special.

Henry McKenna's remarkable bourbon is itself a joyous thing, a fine friendly gesture any day of the year.

McKenna is expensive bourbon and you will not find it just everywhere. But it is worth seeking out. In generous fat half-gallon stoneware crocks, where permitted, or in merrily wrapped fifths. This bourbon speaks lightly, with a brogue. And it says, "Enjoy!"



Henry McKenna

Remarkable Kentucky table whiskey - The bourbon with a brogue

Vintage Ad Service
Security Mark



I dreamed I was a medieval maiden in my *maidenform^{*} bra*

The past was never quite this perfect! I'm a legendary figure in STAR FLOWER, Maidenform's newest work of art! Genius idea: petal-patterned circular-stitched cups, underlined with twin elastic bands (upper band expands for custom fitting cups; lower band expands for comfortable give-and-take).

MAIDENFORM, INC., 100 W. 42ND ST., NEW YORK, N.Y.

White cotton broadcloth. A, B and C cups. A collector's item at just 2.50!





He's peripatetic. So, too, his plaid sports coat of Galey and Lord cotton. It makes the transition from one country to another effortlessly. Smoothly. All the while, individual. The jacket, made expressly for this traveler. The fabric, to be found in distinguished clothes at America's finest stores. Galey and Lord. A Division of Burlington Industries.

Galey & Lord



Feel Footloose And Fancy-Free *Floaters are off and running for In Bates Floaters* Spring in their own inimitable light weight way. These comfortable casuals are singularly sensational in many styles and colors. Here are two for the show — the Monterey (left) and the Blazer. These, and other Bates Floaters, from \$12.95 at all fine stores. Bates Shoe Company, Webster, Massachusetts.*

*Floaters—Reg. U.S. Pat. Off.





The look is Lord West. The quality is what it always proves.
Dinner jacket, forty-five dollars. Available at all participating stores.
Lord West, 101 West 45th Street, N.Y.C.

Vintage Ad Service
Security Mark

Lord West



"...but who designs your face powder?"

Fashion individuality is the way you plan the silhouette of your dress...the cut of your hair...the delicacy of your make-up. To reflect your own individuality completely, have your face powder made-to-order just for you to match or enhance your very own skin tones! Boxed loose or pressed in a compact, \$2.50 each, plus tax. At favored department and specialty stores, here and in Canada.

Charles of the Ditz

Vintage Hair Service
Security Mark





Del Monte
QUALITY



SLICED PINEAPPLE

Del Monte
QUALITY



PINEAPPLE CHUNKS

Del Monte
QUALITY



SWEETENED
PINEAPPLE JUICE

Del Monte
QUALITY



CRUSHED PINEAPPLE



one man made this rajah coat

When Chan's deft fingers were sculpting this lapels quilted, brocade coat, he wasn't thinking of opening night at the theatre or supper at El Morocco. At work his thoughts run toward seamanship rather than showmanship. Invisible stitches and balanced fit are his constants. Dynasty's, too. That leaves you with nothing to think about but how elegant you look on gala evenings. Ruby red, ivory jet black. Sizes 8/16. \$145.00. At Lord & Taylor, all stores; Bonwit Teller, Phila.; Montford's, all stores; J. Magnin, West Coast. At other fine stores. Or write Dynasty, 210 Madison Ave., N.Y. 16. **DYNASTY.**

Village No Service
Security Mart

What this country
needs is a good 25¢ Martini*

It's here!
It's Heublein!



All the gin is in it. Nothing to add but ice. Enjoy these Heublein Cocktails at home. They taste better than plain liquor, cost less and are just as easy to serve. Manhattans, Daiquiris, Whiskey or Vodka Sours. Eleven kinds in all. Just pour on-the-rocks. **HEUBLEIN COCKTAILS**

*New bottle (5 1/2 oz.) makes sixteen 1 1/2 oz. drinks. Retail as shown (retail price under \$4.00)

(Suggested High-Dilution)

ELEVEN DELICIOUSLY DIFFERENT—THE FINEST STRENGTH AND QUALITY TO BE HAD. 33% ALC. BY VOLUME, 67.5 PROOF. MANHATTAN, DAQUIRI, TOMA MARTINI, 40 PROOF, 80 PROOF, 40.5 PROOF, WHISKEY SOUR, 40 PROOF.



ON DAYS WHEN YOU WANT TO ENJOY YOUR DRINK WITH MORE OF THE TASTE OF HEUBLEIN COCKTAILS, TRY HEUBLEIN COCKTAILS. HEUBLEIN COCKTAILS, INC., BOSTON, MASS., U.S.A. ALSO ENJOY DELICIOUS HEUBLEIN COCKTAILS.

ALL THE LIQUOR IS

NOTHING TO ADD BUT ICE



Quality at your feet



You aren't well-groomed unless your feet are, too



Slip-on loafer \$13.99.
 Full-on loafer \$15.99 to \$19.99.
 Brown Shoe Company, Inc.

Ever notice? A man's shoes are the most neglected, overlooked (and overworked) part of his wardrobe. He'll spend time to assemble the right shirt, tie, and suit. Spend time at the barber shop. And then ruin the whole effect with shabby shoes.

What do your shoes say about you? If it's something less than you'd like to hear, your Roblee retailer is the man to see. He makes


it easy and inexpensive to dress right from the ground up. The trim new slip-on with hand-sewn vamp shown at the left is a good example of Roblee style at a price. He's got others just as smart for as little as \$10.99.

Take a critical look at the shoes you're wearing. Honest now, isn't it time you stopped by your Roblee retailer's?

ROBLEE®

Roblee shoes are made in the U.S.A. and are available in a variety of styles and colors. For more information, contact your local Roblee retailer or write to Roblee Shoe Company, Inc., 1000 Broadway, New York, N.Y. 10018.

© 1981, Brown Shoe Company



Manteau de Breitchwanz noir

FOURRURES
Renel

MAURICE ROGER

5, AVENUE VICTOR-HUGO

PARIS 16^e

TÉL. 553.70.61

Vintage Ad Service
Security Mark



Air freight slims Williamson-Dickie's warehouse needs.

Williamson-Dickie Manufacturing Co., maker of Dickies® casual slacks and work clothes, now serves the entire Midwest by air freight from its Fort Worth headquarters.

Service is as fast as it was from the company's regional warehouse in Des Plaines, Illinois. And projected savings are estimated at \$50,000 to \$100,000 a year.

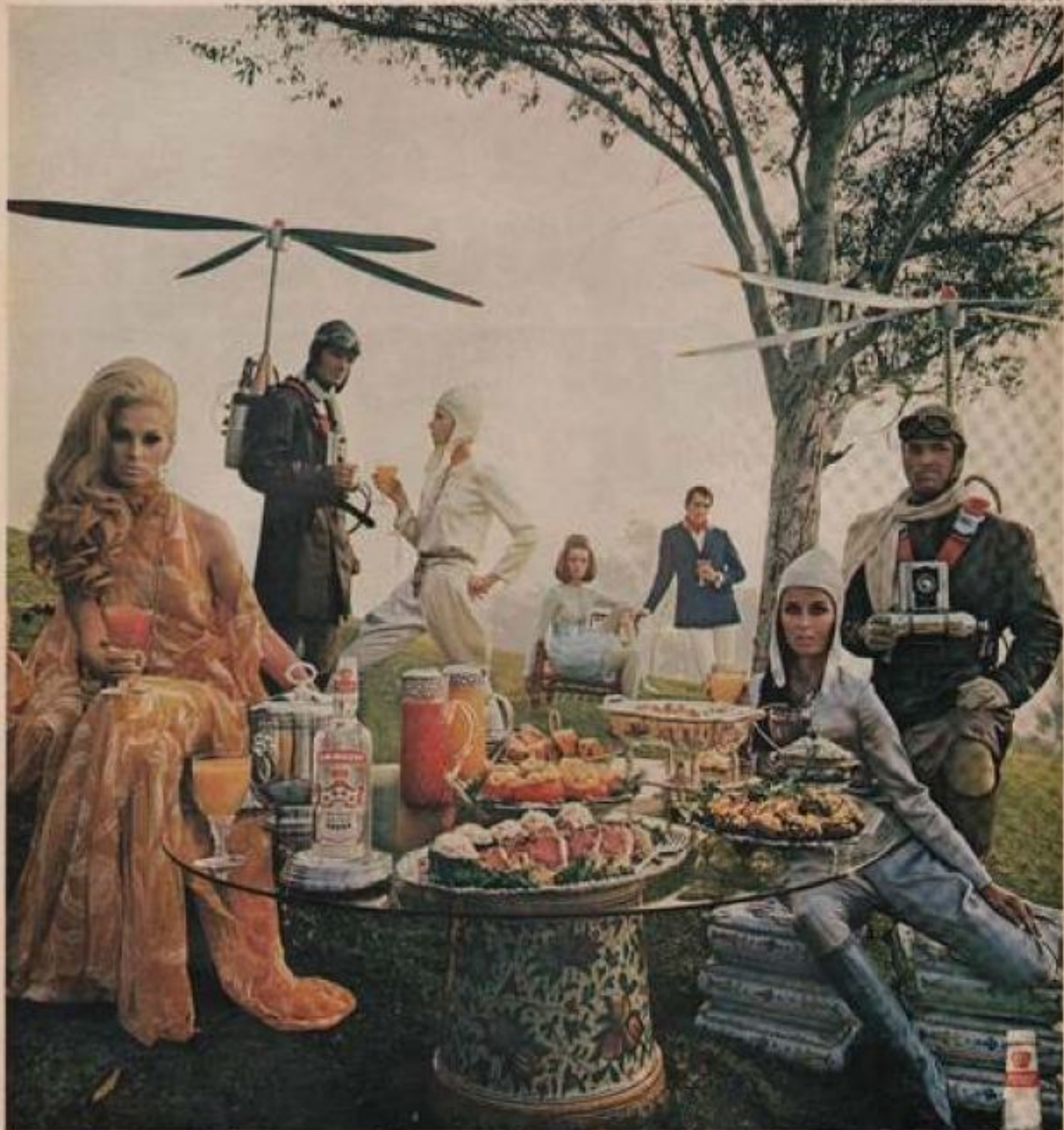
This experience is not unique. Many firms are discovering how air freight can boost profits by cutting total distribution costs. Air freight lowers insurance costs, for example. It can mean less damage and pilferage . . . simplified packaging and han-

dling. And fast, reliable jet air freight can help you capture new markets, serve present customers better.

Speeding dealer deliveries. A wallpaper firm turned to a combination of air freight and parcel post to supply distant dealers. Faster deliveries — and happier dealers—resulted.



50 & 100 PROOF DIST. FROM SYRACUSE, N.Y. © 1974 SMIRNOFF V.O. OF NEW YORK, N.Y.



The Smirnoff Brunch: Worth dropping by for.

Nothing makes brunch take off like Smirnoff. Real Smirnoff. It's what revs up the Screwdrivers and gets your soufflé off the ground. And only a Smirnoff Bloody Mary can make Eggs Benedict sprout wings. Brunch without Smirnoff? A crashing bore.

Smirnoff *leaves you breathless.*
Vodka



CRAIG / CRAELY

THE SHIRT TASTE SINCE 1912



GREAT AMERICAN DISH

Men will be inclined to make flowery speeches when they see you in this pick-a-pose print handscreened all over basket weave cotton. In forget-me-not blue or brown on natural. 8 to 16 sizes. About 25.00. At celebrated stores throughout America or write us at 498 Seventh Avenue, N.Y.

B. Altman & Co.



our
Meadowbrook[®] suit
will go far

*in Moygashel Irish linen
travel checks of black-
skipper blue-white, or
black-toast-beige, the
silk jacket lining and
sleeveless linen blouse
solid skipper or toast,
10 to 16. 60.00*

*Altman Meadowbrook
shop, third floor
Fifth Avenue, White Plains,
Manhasset, Short Hills*



Vintage Ad Service
Security Mark





**What a wonderful feeling to live with
flameless electric comfort conditioning**



Turn the page to see 15 special benefits you can enjoy in any home, old or new!

TRUCK: 1812 QUALITY BY NABISCO



CRUNCH

That's PREMIUM Saltines.
So crunchy you won't believe your ears.
Because Nabisco bakes them fresh,
and keeps them fresh. Our moisture-
proof Stack Packs
keep things fresher
than anything else
around.

Look for PREMIUM
Saltines. They really pack a crunch.



NOW MADE WITH ENRICHED FLOUR.
ANOTHER EXAMPLE OF NABISCO QUALITY.

© 1999 NABISCO



the lass
with the
Pendleton® air



She improves the landscape
in a lively-but-ladylike skirt—
a lilt in every unpressed pleat!
Snug around the middle,
flaring to a lavish 112-inches at the hem,
it's a skirt to curl up in or dance in.
This is the authentic Prince Charles Edward
Stewart tartan. We make it in other tartans,
herringbones, and tweedy plaids too, and we make
it from the loveliest, springiest,
dream-soft wool—Pendleton wool! 19.95

The sweater: softest Pendleflorée, bracelet-
sleeve, becoming collar. 15.95

Country clothes by Pendleton ALWAYS VIRGIN WOOL

Vintage Air Service
Security Plans



Some day your kids will have problems as big as yours. But, if you haven't enough life insurance, those problems may come at a bad time.

While they're still kids.

Prudential understands how many things you want to give your child. Perhaps the most important is childhood itself.

But good intentions aren't always enough. If you haven't done enough providing for the future, your son might be exposed to a man's problems. Before he becomes a man.

PROTECT THOSE "GROWING UP YEARS". You can see to it that the

family keeps going if you're not there. It's simple as Prudential's "continuing income" insurance.

Prudential's "continuing income" insurance can guarantee your family a monthly check month after month. Money to pay the mortgage or rent, buy the food and clothing, even help cover the cost of college.



WANT VS. AFFORD. This may be the kind of protection you want. But, you wonder, is it within your means? Easiest way to convince yourself: talk to your Prudential man. He's the expert at turning the need you

want into the protection you can afford.

It just goes to show Prudential understands.



Prudential understands

Prudential
Security Man



by
Rogers

**EVERY
MAN WANTS
HIS WOMAN
ON A PEDESTAL**

Rogers places you there in a magnificent
(almost) dream length gown. The design,
Harmonious tones in subtle layers of nylon
tulle: white with hints of aqua and
capri blue, petal pink and pink. The
Sizes 32 to 40. #18190, full ensemble, \$225.
#18190, gown alone, \$85. **Security Mark**
The best stores carry Rogers.
Rogers Lingerie, 500 Fifth Avenue, New York 36.

Summer girls
get stripes and stretch
fresh from White Stag—



Stripes announce a sunny season,
and solid cotton stretch acts it out!
In gold, green, blue or white:
long pants, 8.00; short shorts, 5.00;
skirt, 9.00; surfers, 7.00. All tops
striped to match: halter, 4.00;
sleeveless top, 4.00; tab front knit
shirt, 6.00; the shirt at top—
cotton terry in colors shown, 6.00.
Sports Floor, Fifth, Lord & Taylor,
and at our eight
suburban stores.



White Stag
Security Mark



Hurrah!

for the American team—

Kelita's smashing red, white and blue team. White arnel® triacetate sharkskin, sizes 5 to 15—stovepipe pants and skirts, each 10.00—

jacket, 13.00 Red or blue tops—

S, M, L, left, 4.00, top, 5.00
—right, sizes 34 to 40, 6.00

Teen Shop,

Seventh Floor, Lord & Taylor
Fifth Avenue at 39th Street

and at our eight suburban stores

Lord & Taylor

Through All Services
Security Plans

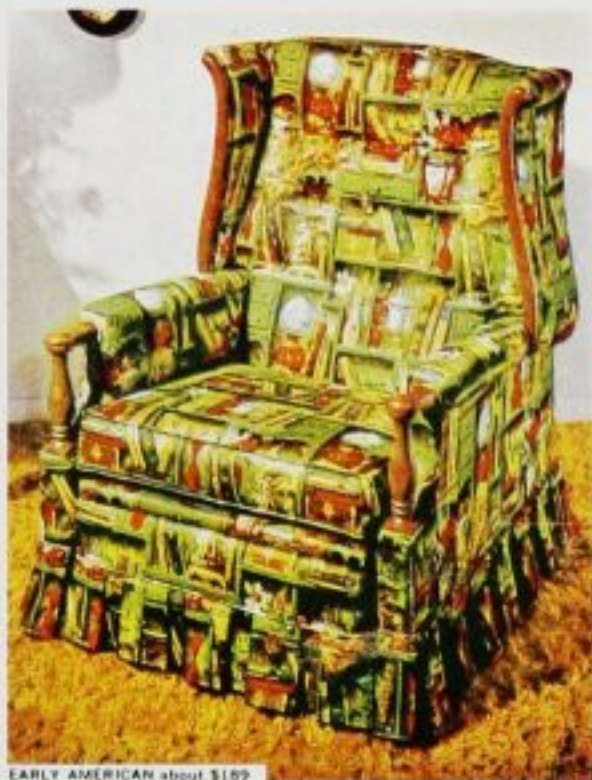


Send today for free copy of full color booklet "What a beautiful way to RELAX" . . . or ask for it at your favorite furniture store.

SHOWN: Lovely traditional style Stratolounger. About \$159 ea. at fine stores, depending upon fabric and geographic area.



BACK LOUNGE about \$149



EARLY AMERICAN about \$189



ENGLISH LOUNGE about \$159

GENERAL ELECTRIC HAS IT!

General
Electric
Cares

Bouffant bonnet has reach-in
top—for checking dryness.

Air is instantly
heated here
for faster drying.

Portable... adjustable
waist or shoulder strap.

Attractive embossed
carrying and storage case.

General Electric has the hair dryer with an "Instant Heat" unit. It's next to the bonnet for faster hair drying. Large Sally Victor bouffant bonnet...reach-in top to let you check drying. Portable...lightweight...4 heat selections. Luxurious carrying case, too!

General Electric Company, Housewares Division, Bridgeport, Conn. 06602

Progress Is Our Most Important Product

GENERAL  ELECTRIC



NEW! FANFARE CLOCK with Mel-O-Tone™ alarm to wake you with musical tones. Lighted dial for nighttime. Attractive sandalwood-color case. 3 1/4 in. high; 5 1/2 in. wide.



TOASTS — AND BAKES! General Electric's Toast-R-Oven* toasts both sides at once. Top-browns...bakes potatoes, frozen foods, and pies...reheats foods, too!

*TM General Electric Company



GENERAL ELECTRIC HAS the Spray, Steam and Dry Travel Iron for touch-up ironing at school and to take on trips. Adapter plugs for foreign travel. Fold-down handle.


Sero

OF NEW HAVEN / A GENTLEMAN'S SHIRT



ar bfeair i mBaile Atha-Cliatha . . .

■ Bealoideas ceart . . . an Purlst[®] dunta-sios, deanta le Sero i New Haven . . . Ta Plas Nadurtha i gcealtain gae tálstealach curamach an damhain. Míodalann na strioca línte-caol an coillear lan-caobhach, Lean na ciosceimeanna do nar bfeair i mBaile Atha-Cliatha, agus bain aistear corruighe i gor dha daoine a stadfaidh in Éire, Frainc, Iodail, is Denmark. Beadh Sero d'osta . . . Beadh do siopadóir Sero is giorra duit ag tálsteal leat.

For a translation of this ad, and an opportunity to win a European trip aboard a  StarStream Jet, write Sero of New Haven, 95 Hamilton Street, New Haven, Connecticut

Vintage Ad Service
Security Mark



MONROE

OPTIONAL 12 AND 15 PPM

OPTIONAL

OPTIONAL

C + - X Y 7 8 9 4 5 6 1 2 3 0 +

Handy answers to hard questions asked by children in the Health-tex years.

Why are people different colors?

Many scientists believe that when the world began, the color of people's skin was light or dark because of the amount of light rays they received from the sun. People who lived in cool cloudy places had lighter skin than people who lived in hot tropical climates.

Later, these people began to travel from climate to climate so there are now people of all colors living in all parts of the world. They inherited their skin color from their parents, just as you have. But no matter what color a person's skin is, everyone belongs to the same big family, the family of man.



Children who wear Health-tex are one big happy family—looking handsome in all the smart, sturdy styles. Health-tex clothes for boys and girls 6 months to size 8 are designed to make a mother's life easier. All are washable and lots are treated with permanent press so they never need ironing.

A product of the **Stanford Romper Co., Inc.**
130 West 34th Street, New York, N.Y. 10001

Health-tex
STANFORD ROMPER CO.

Vintage Artisan Inc.
Security Mark

LIVE



BLUE



TAN

OLIVE
BROWNDEEP
BURGUNDYBRONZE
BROWN

"The Go-togethers"

Your favorite colors and Jarman leathers

Best sartorial combination of spring: suit or slacks with jeans, shoes, by the warmer days now back in favor. Your Jarman Golden Line a wide selection of "wear-tested" shoes which will complement handsomely each of your favorite clothing colors. ("Wear-tested" shoes? If you've ever worn Jarman you have enjoyed the results of "wear-testing." Each original model is extensively worn under everyday conditions before it is approved for production, and before it can more comfort are the natural results.)

For our 25¢ paper and help us give your gifts, remembering that black leather goes best with gray and blue.

Left: J2723 (also in black)

About \$22.95

Center: J4127 (also in black)

About \$17.95

Right: J2047 (also in other colors)

About \$17.95

Availability of Jarman leathers and Jarman shoes throughout the country. Prices slightly higher in stores.



Jarman

SHOES FOR MEN

4 COLORS TO CHOOSE FROM

SEE THE CLIPPINGS

of the ACTUAL CLOTH enclosed

TEST THEM, TOO

See how "SCOTCHGARD" really works



Haband's
CASUAL SLACKS
for Spring 1964

Protected By
Scotchgard

The finest
RAIN AND STAIN
REPELLER

The advertisement features a man in dark, pleated casual slacks and a woman in a light-colored blouse and a bright orange skirt. They are standing in a garden with several potted yellow flowers. The man's slacks are the product being advertised. The text is arranged vertically on the right side of the image.

This is a time to call Long Distance

...when you're thinking about the folks, and wishing you were with them—telephone. You can tell all your news and find out all about them. Makes you feel so close. Wouldn't you enjoy that visit today?



BELL TELEPHONE SYSTEM

Long Distance is the best best thing to being there.





we put
something
special
in slacks.

you and fortrel.

Some call them pants and call it a day. We call them slacks and that makes the difference. Start with the supreme comfort of Fortrel's thoughtfully blended in a range of fabrics. Add the fit that becomes second nature. The careful tailoring that looks custom-made. Some styles are topped with extension waistbands. All styles are treated to permanent press. These are slacks for discriminating young men. That's called sophistication. At better stores everywhere, priced from \$2.00 to \$16.00, and that's called reasonable.

Glen Oaks Slacks 16 E. 34th St., New York 10016

there's something special in 
BROOMSTICKS[®]
slacks by glen oaks