

LA REPRÉSENTATION DE LA FEMME DANS LA PUBLICITÉ DES ANNÉES CINQUANTE



She uses 750 dishes a month
Dad uses 370 dishes
Junior uses 720 dishes

Man uses 770 dishes a month
(and one guess who does them all?)

Get out of the kitchen sooner!

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

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

And Lux Liquid is Lux-mild on hands. One can outfit several boxes of the leading powder. A teaspoonful does a dishpanful. Get Lux Liquid!

HOW LUX LIQUID CUTS UNDER GREASE AND FLOATS IT AWAY!



Think greasy wax poured on the dish and then let stand for 10 minutes.

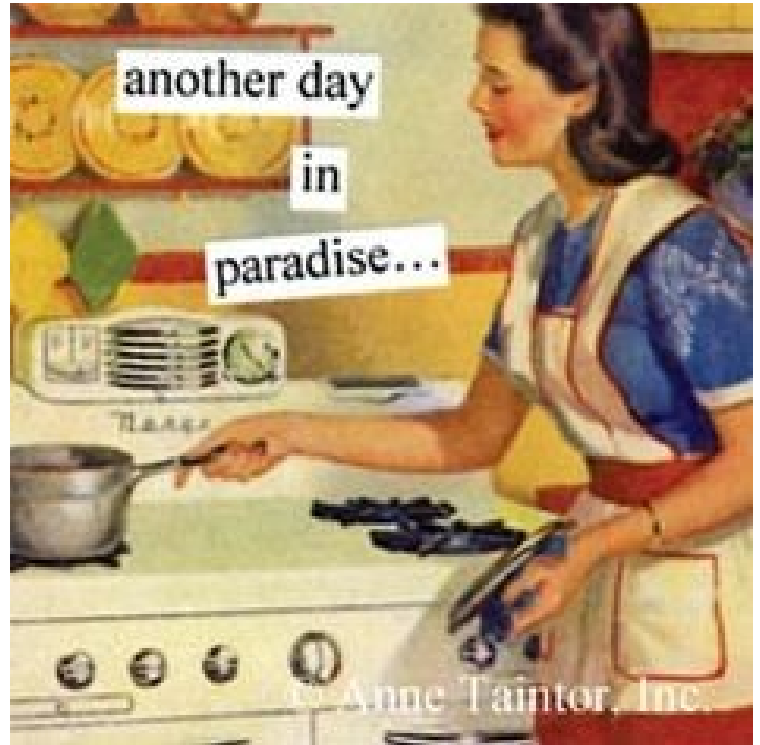
Just as soon as the dish is placed in the water, Lux Liquid starts to do its work.

Lux Liquid's special action cuts under grease, lifts it up, soaks it away.

A quick rinse and the dish, as you can see, is brilliantly and hygienically clean.

LUX LIQUID IS THE NEXT BEST THING TO A DISHWASHING MACHINE

and it's Lux-mild on your hands



another day
in
paradise...

Anne Taintor, Inc.

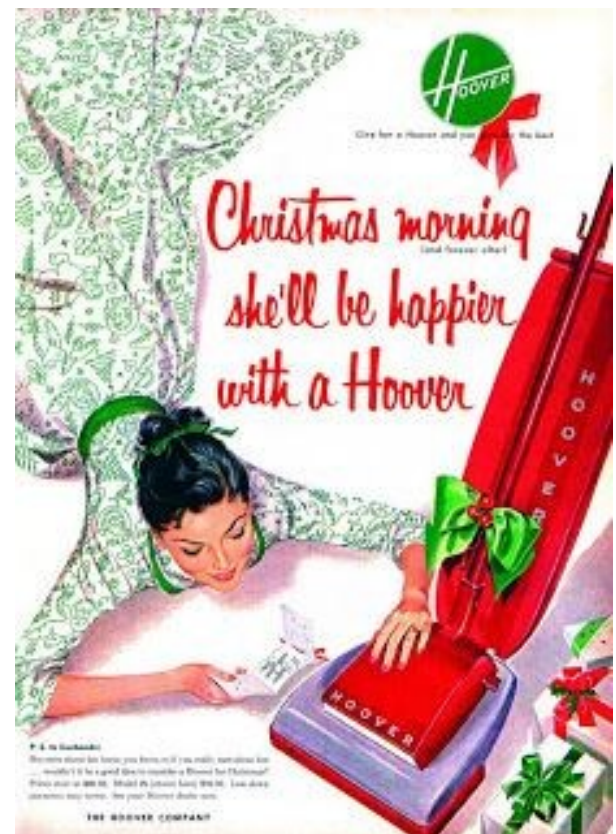
it's a wifesaver!



get a range by **BROWN** equipped with a **Soilfree** oven

- Even now, the time of cleaning your dishes the good housewife spends hours. But the Soilfree oven is built to help her.
- When you're done, the Soilfree oven's built-in spray nozzle sprays a fine mist of water, no scrubbing! A built-in steam nozzle lets you steam, no extra heat!
- And the Soilfree oven's built-in steam nozzle lets you steam, no extra heat!

rely on **BROWN**



Hoover

Give her a Hoover and you've got the best!

Christmas morning she'll be happier with a Hoover

P. E. H. Hoover

Remember those old times you know you'll never see again? You'll see them again when you give her a Hoover for Christmas! Prices start at \$89.95. Model #16 (vacuum) \$99.95. Look along Christmas shopping lists. See your Hoover dealer now.

THE HOOVER COMPANY



Take your choice of attractive decorative colors.

Why you need a kitchen extension phone

First, it's a great help in running the house. Your kitchen extension is near your shopping lists, and at your finger tips for emergency calls to the plumber and other repairsmen.

Next, it saves you trouble. Biscuits won't burn, or a pot boil over, because a telephone call took you out of the kitchen. And while you handle important house-


hold calls, you can keep a watchful eye on playing children.

It saves you steps, too. When it rings you're right there to say "Hello." Since the kitchen is where you spend so much time, it makes sense to have a telephone handy. (Your husband, like you, will find it one of your most useful phones.)

And when all your work is done it's

easy and fun to take a break and chat with a friend on your handy kitchen extension.

The comfort, privacy and protection of convenient extension phones throughout your house—where you work, play and sleep—cost surprisingly little. To order extensions, just call your Bell Telephone business office.

BELL TELEPHONE SYSTEM 



how to buy for the NEXT GENERATION

Modernizing your house? Or buying a new house, new equipment? Buy it to last—not just for years, but for a lifetime. Made from Allegheny Stainless, it actually becomes an heirloom—something your own little "next generation" can use when she's grown up.

Appliances and built-ins, cooking utensils, sinks and work-tops, tableware in the latest heirloom patterns: almost everything in the kitchen is available made of Allegheny Stainless. It's the perfect blend of beauty and durability... won't chip, peel, wear-off, rust or tarnish. So strong that it resists denting—and it's always high-style; goes with any color scheme you select. You'll like stainless... better every year. Have a lot of it!

Stainless Steel for Living, a 32-page, color booklet, tells of the many products built with time-tested Allegheny Stainless. It's yours for the asking. Just write Allegheny Ludlum Steel Corporation, 2000 Oliver Building, Pittsburgh 22, Pennsylvania.



For good looks and easiest cleaning, it's stainless steel.



Durable stainless wear lasts longer, cuts his in the long run.

 It's good for a LIFETIME, made of ALLEGHENY STAINLESS

show her it's a man's world

Van Heusen

man's world ties

For men only!... brand new man-talking, power-packed patterns that tell her it's a man's world... and make her so happy it is. And man!... how that Van Heusen seamanship makes the finer fabrics hold their shape. And for Christmas... here's the Christmas tie that is really different. \$2.00 Other Van Heusen ties from \$1.00 to \$2.50

Phillips-Van Heusen Corp., N. Y., N. Y., Makers of Van Heusen. Division of J. P. Morgan & Co., Inc., New York, N. Y.

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... use be unto you!

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

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



Look for the "Change Top" Can of Chase & Sanborn. Check the "Change Top" on the front of the pack and under pressure, fresh from the roaster.

Just do this: Press down the top against the glass top before you get it's done, it's fresh. Write up the pack, pressure's gone—take another! It's the one way to get the freshest coffee ever packed.

No other can lets you test!

You can't see an ordinary flat top can. There are "stoppers" that have let us on several occasions. But all flat tops are not alike. You can't tell which are good and which are stale.

Here's the payoff!

There on you give a cup, they'll send more! For Chase & Sanborn in a glass head of more pressure coffee... brought in your number. You wonder Chase & Sanborn gets a flavor dividend you won't find in any other coffee!



Chase & Sanborn