

# Travels In Style

The result—a totally new look for the larger woman that provides style, comfort and elegance for today's fuller figured woman.

Chew uses jersey, challis and natural fibers in an exciting new collection from dresses to jumpsuits in new fall colors. The result? Fabulous looks for at-home and on the road.

Shown right:  
Turtleneck sheath



Shown above:  
Nehru Dress



## Hints For Homemakers/Inez Kaiser

### Snuggly Softness That's Less Expensive

**DEAR INEZ:** Help! My husband's socks and underwear and shirts are always clinging to other clothes as they are dried. In fact, everything seems to cling to everything else. Nothing I try seems to help. Can you suggest anything?

—**STATIC SALLY**

**DEAR STATIC SALLY:** You bet I can. As a matter of fact, I have two great suggestions for you.

It just so happens that Lever Brothers just recently introduced a marvelous new fabric softener called **SNUGGLE** that comes in two forms—**SNUGGLE** concentrated liquid and **SNUGGLE** dryer sheets. Both versions stop static cling and leave your clothes cuddle-up fresh and soft.

Equally important, both the liquid and sheet forms are less expensive than the leading brand. This means you get quality performance for less cost.

It's a funny thing how everyone in my family seems to be talking about fabric softeners and softer clothes and static cling these days.

The cause of it all, as it turns out, is that cuddly, bouncy, talking teddy bear named "Snuggle" who has become such a great spokesman on TV for the new **SNUGGLE** line.

**SNUGGLE** dryer sheets are easy to snap off. Just load your clothes in dryer and set controls for proper heat setting. Tear off one **SNUGGLE** sheet, put it on top of the clothes and start the dryer. When dryer cycle ends, remove clothes from the dryer and discard the used sheet. Your clothes will be fresh smelling, cuddly soft and static free.

**SNUGGLE** liquid, too, will give your wash that wonderful softness, a cuddle-up fresh smell, socks that don't stick and clothes that don't cling. Like the cute Snuggle bear says: "Snuggly softness that's really less expensive."



#### BEFORE YOU DRESS, CARESS

**YOU DON'T HAVE TO** be a Princess or First Lady to dress up to look irresistible. But one thing should always come first. That's **CARESS**.

You use **CARESS** before you dress to feel soft. **CARESS** is the body bar with bath oil. It gives your body that "soft" that you cannot get from soap.

Why is this so? The answer is quite simple. **CARESS** is not a soap. It's really a body bar with bath oil that does not dry your skin like soap does. **CARESS** gives you the "soft" you just can't get from soap.

Smart women pamper themselves by washing their bodies with **CARESS** when they take a bath or shower.

These same women also use **CARESS** to keep their skin feeling nice and soft. They use this great body bar with the assurance that it does not alter the natural moisture balance of the skin and protects it from dryness.

**CARESS** makes your body feel different. It makes you feel smoother, softer than almost anything that touches you. No matter how you dress, one thing should always come first—**CARESS**.

Be good to yourself, no matter who you are, or what your title might be. Be sure to dress to look irresistible. The one way you can do this is, before you dress, use **CARESS**.



#### FIT FOR A KING—OR QUEEN!

**IT'S USUALLY GOOD ADVICE** that "if you have a good thing going, stick with it." That's what the makers of **IMPERIAL** margarine have done—and I couldn't be happier about it.

The ever-popular **IMPERIAL** "Crown" campaign is back on TV again. For years consumers have associated the crown with the rich, good taste of **IMPERIAL**.

I know that in my house no one ever has any trouble connecting the crown with the buttery taste of **IMPERIAL**. The Kaisers all feel that it tastes so rich and creamy, you just might mistake it for butter.

**IMPERIAL** margarine is available in all of your favorite forms—stick, soft light, whipped or diet. The red, blue and white crown is easily identified on any of the packages.

This wide choice of forms makes it easy to use **IMPERIAL** for baking, to season vegetables, use in seasoning casseroles or all-American favorite dishes like macaroni and cheese.

There is no better-tasting spread than **IMPERIAL** for breads, rolls, biscuits or muffins. However you use it, **IMPERIAL** adds that rich, creamy, buttery flavor you'll love to taste. That's why it's fit for a king—or even a queen. But no matter which, it's fit for you, too!

