



NOW! FAMOUS MURINE EYE COMFORT
IN THE NEW SQUEEZE BOTTLE

Just squeeze one drop at a time... discover the easy new way
to soothe your eyes... and so relax tension!

The same famous, gentle Murine now
in a handy plastic dispenser. Just
squeeze out comforting Murine, one
drop at a time. New container can't
break or spill in purse or pocket.
Discover this easy way to soothe
your eyes... and so relax tension.
Keep a new squeeze bottle of Murine
at home, office and in your car.



Murine is also available
in familiar glass bottle
with separate eye dropper.

MURINE
FOR YOUR EYES*

The Murine Co., Inc., Chicago, U.S.A.

*Trademarks Reg. U.S. Pat. Off.



Brand Names give you publicly approved standards of
quality and value, for a brand-name product has to
earn its good reputation against all its competition.

Magazine advertising helps you get the most value for
your money. Choose a maker's Brand Name you know.

*A Brand Name is a
maker's reputation*

CONFIDENCE
BRAND
NAMES
SATISFACTION

BRAND NAMES FOUNDATION, INC., 437 FIFTH AVENUE, NEW YORK 16, N.Y.



Quips and Quotes

Portrait of a Small Boy

His soul is lost to outer space;
He dreams of friends of Martian birth,
But wears most clearly on his face
The evidence his home is earth.

—Patricia Duff McGinley

Notice how calendar-makers always
change this year's model just enough
to reveal the clean spot left on the
kitchen wall by last year's model?

—Jack Herbert

Cold Facts

Let others go south at this time of the
year;

To me such a jaunt is a joke.

I'll take a week off; might even take two,
And I'll do a few jobs I've been meaning
to do—

I'm sensible...home-loving...broke.

—Stephen Schlitzer

The 1960 Reducer's Guide

Experts say the average American adult weighs 20 pounds more than
he or she should. Dieting is the answer—but when? For your conven-
ience, here is a calendar for getting started on your diet this year:

- January: Too late in month. Wait until next month.
- February: Short month. Hardly worth starting a diet.
- March: Blustery and damp. Need all the calories you can get.
- April: Spring chores to do. Can't work without energy.
- May: Body undergoing spring changes. Dangerous to alter things.
- June: Golf and tennis season beginning. A person needs exer-
cise and exercise needs nourishment. Better wait.
- July: Everybody's throwing outdoor barbecues. Turn them
down and you'll get a reputation for being antisocial.
- August: Muggy dog days. Weather is enough without contending
with starvation.
- September: Vacation over. Concentrate on job, not personal welfare.
- October: Crisp days, ideal for football games and hiking. Need
warm foods, though, to keep up strength.
- November: Not until after Thanksgiving.
- December: Too late in year. Wait until next month.



HARRY
NACE

"Floyd's trying to cut down on his smoking!"