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FORD PILLS



"I am delighted at the way Ford Pills helped me shed over twenty-eight pounds excess weight that made life misery. I have lost inches around waist and hips, can wear nice dresses, go out and about once again. I have also lost that old tired, depressed feeling and people say I look ten years younger. I certainly feel happier, thanks to Ford Pills."

If you suffer Constipation, Indigestion, Sick Headaches, Loss of Energy, Depression, Overweight, start taking Ford Pills to-day and you will feel better, brighter and healthier. Ford Pills are not habit forming and are absolutely safe for even delicate people. Ford Pills contain concentrated extracts to give you the laxative properties of fruit. Gentle, dependable Ford Pills are the ideal family laxative. Keep a tube in your medicine cabinet.

In red and gold plastic tubes
6' - & 3'6
from your favourite store.

LOSE YOUR

RHEUMATIC ACHES AND PAINS

ENJOY LIFE AGAIN

MENTHOIDS



Loss of youthful suppleness, aches and pains in your back, limbs and kidney regions are first warnings of deposits of uric acid in your body. Menthoids double action drives out these poisons from your body and tones your system to new health, new life, new vigour.

Menthoids will rid your system of the poisonous toxins that are the chief cause of rheumatic aches, muscular pains, kidney and bladder troubles, backache, lumbago, headaches, stiff joints, dizziness and simple high blood pressure. Menthoids tonic action also quickly helps you regain youthful energy, buoyant health and a real zest for living. Say goodbye to those aches and pains, start your Menthoide treatment **TO-DAY!**

9/- or 5/- (economy size 15/-) from your family store

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AMBULANCE		GAS	
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GROCCER			
Baker			
Butcher			
Dentist			
Dressmaker			
Dry Cleaner			
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EAT BETTER WITH



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FROZEN FOODS



FRESH AND FULL OF FLAVOUR. PEAS, BEANS, CAULIFLOWER, CORN, BRUSSEL SPROUTS, BROCCOLI, FRUITS, FISH, CHICKENS

DAIRY FOODS AND YOUR FAMILY'S HEALTH

by ELIZABETH TIMMS

Invest in vitality—good looks—a happy disposition. It's the simplest of all beauty plans. The secret—Food!

Yes, the choice of your food is important. You might think that if we eat all we want, we will be well fed—but NO! We can eat all the food we want without eating the kinds of food we need. We can gorge ourselves and yet have our bodies starving for special materials that are essential for good health.

A listless walk, a lifeless eye, a feeling of "can't be bothered" all can mean a wrong choice of food. Food is the basis of beauty, vigour and a happy nature, for if you feed your body well it will feel well, work well and look well. Starve it for essentials and your appearance and health will suffer. You may not be ill, but you'll have lower resistance to infection—you'll lack sparkle and vigour. So to ensure good health—the feeling of well being which will reflect in your posture, your walk, your face, your hair and your skin—first check the food you eat. Are you giving your body a chance to do its best for you? Does the food you serve your family really meet all their bodily needs?

To help you in the choice of food, let us see why we need food and what it does for us.

We Need Food for Four Main Reasons

1. To build body tissue and keep it in good repair.
2. To build bones and teeth and keep them strong.
3. To give energy.
4. To give vitality—good health and vigour.

If we look at foods we find we can divide them into 4 main groups according to which of these benefits they supply.

1. **Dairy Foods**
4 main benefits:
Bones and teeth
Energy Body and muscle-building
Vitality.
2. **Meat and Similar Foods:**
3 main benefits:
Energy Body and muscle-building
Vitality.
3. **Bread and Cereals**
2 main benefits:
Energy Vitality.
4. **Vegetables and Fruit:**
1 main benefit:
Vitality.

To supply all the body's needs, all of these foods are needed every day. Nobody can be well fed if any one group is in short supply.

The quantities we need daily are—

Dairy Foods:

Milk, adults 1 pint; children 1½ pints; teenagers 1¼ pints. (Remember 3 ozs. cheese equals 1 pint of milk.)

Butter, 1 oz.

Meat, Fish, Eggs and Cheese:

A choice of at least two servings from this group.

Bread and Cereals:

As required for appetite and energy needs.

Fruit and Vegetables:

4 or 5 servings.

Dairy Foods are particularly important because they are the only food group to make a worthwhile contribution to all four of our main bodily needs.

Body Building:

The dairy foods, cheese and milk, both rate with meat, fish and eggs as sources of the highest quality body building protein.

Everyone knows that children must have a good supply of these body building foods daily and that the needs of teenagers are particularly high, due to their very rapid development. Fewer people realise that the body building foods are needed each day by everyone, no matter what their age, to allow for replacement of tissue lost through daily wear and tear.

Cheese is particularly valuable. It is concentrated—even more so than the average cuts of meat. It requires little or no cooking and so it is easily prepared and easily eaten; and above all, it is easily digested.

This makes cheese an ideal body building food for young and old.

Bone and Teeth Building:

Cheese and milk supply us with over ¼ of the total bone and teeth building calcium which is available from our food in Australia. Without these dairy foods it would be almost impossible to obtain sufficient from the other foods we generally eat.

As with all the soft tissues



Mrs. Elizabeth Timms, Director of Dairy Foods Services, Australian Dairy Produce Board.

of the body, bone and teeth also need a constant supply of building material, not only in the growth years but throughout life. Everyone, therefore, at every age needs milk and cheese every day.

Energy:

Butter and cheese in particular provide a concentrated source of energy in a readily available form. Milk, cheese and butter all derive their energy value from the cream or butterfat they contain. Since this is in a very finely divided form, it is very easily digested and indeed these foods may be enjoyed by those who have difficulty in digesting most food fats.

Vitality:

To keep the body functioning as it should and to aid in the release of energy from food, other factors are necessary in the diet. Dairy foods, cheese, butter and milk together provide a wide assortment of these factors. Milk provides the widest variety and indeed is rich in several which might otherwise be lacking in the diet. Cheese, being made from the solid portion of milk, supplies these same factors. Butter provides one or two in a particularly concen-

trated form.

Considering all these benefits of dairy foods it is easy to see why they should always be on your shopping list. Whether they be 7, 17 or 70, everyone in your family needs dairy foods every day.

The Secret of Good Eating:

It is not enough that you should choose the right foods for your family. Your family must eat them. This means you must serve them dishes they all like, prepared in the ways they like. Food must not only be good, it must look good and taste good.

Dairy Foods will help you here too.

Smooth textured, delicate flavoured, they enhance any food they touch. A little butter used to cook meats; fish or vegetables will ensure their acceptance at the dinner table. Add cheese to a sauce, sprinkle it grated on soups, toast it for snacks. You'll find it will add new zest to your meals. Try it and see.

To help you with ideas for using dairy foods in your family meals write to:

Dairy Foods Services,
Australian Dairy Produce Board,
406 Lonsdale Street,
MELBOURNE, Victoria.

ENTER THE
"HOUSEWIFE
OF THE YEAR
CONTEST"
NOW!

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AUSTRALIA'S "ROUND-THE-WORLD" AIRLINE

Thrill to the scenic beauty of this fascinating land as a guest for two weeks of the

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Government

You'll be charmed by the diversity of Nature's gifts in this country of snow-capped mountains and hot-water springs

2-WEEKS
HOLIDAY in
NEW ZEALAND

AND FLY THERE BY



FIRST-CLASS AIR TRAVEL BETWEEN THE WINNER'S STATE CAPITAL AND SYDNEY BY COURTESY

ANSETT-ANA

You're in good hands—all the way—when you fly Ansett-A.N.A.

TURN PAGE NOW FOR CONTEST DETAILS

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You will thrill to the Scenic Beauty of New Zealand for 2 Weeks as Guest of the . . .

NEW ZEALAND GOVERNMENT

FIRST CLASS AIR TRAVEL BETWEEN THE WINNER'S STATE CAPITAL AND SYDNEY, BY COURTESY

ANSETT - ANA

in the "Housewife of the Year Contest"

See Back Page for Details.

Winner of the "Housewife of the Year Contest" will FLY to New Zealand by

QANTAS

AUSTRALIA'S "ROUND-THE-WORLD" AIRLINE!



"Housewife of the Year Contest"

CONDITIONS of CONTEST

CONDITIONS

- Each competitor must state in 50 words or less five reasons why she prefers to shop at her local store.
- Entries are eligible only if submitted on the official entry form on this page.
- Entries must be type-written or printed with a ballpoint pen.
- There is no entry fee.
- Entries must be in the hands of the judges by February 29, 1964, and must be addressed to "The Housewife of the Year Contest," c/- Box 477H, G.P.O., Brisbane, Queensland.
- Entries will be judged by a panel comprising representatives of the Retail Trade, Housewives' Association and Food Manufacturers.
- Neatness of entries will be considered by judges when selecting the winner.
- The judges' decision will be final and binding and no correspondence will be entered into.
- Winner of the contest will be notified by registered mail.

ENTRY FORM

"Housewife of the Year Contest"

c/- Box 477 H, G.P.O., Brisbane, Q'ld.

The Five Reasons why I prefer to shop at my local store are:—

-
-
-
-
-

NAME

(BLOCK LETTERS, PLEASE)

ADDRESS

MY LOCAL STOREKEEPER'S NAME & ADDRESS IS

SIGNED

10. The winner will be flown, from the capital city of the State in which she resides, to Sydney (and back) by Ansett-ANA; from Sydney to Auckland (and back) by Qantas, and will receive first-class accommodation and a tour of New Zealand as guest of the New Zealand Government.

11. The winner must claim and collect her prize during the three months beginning May, 1964.

12. Employees of and relatives of employees of the Queensland Retail Traders' Association, Grocers and Storekeepers' Association of New South Wales, Master Grocers' Association of Victoria, South Australian Storekeepers' Association, Grocers and Storekeepers' Association of Western Australia, Storekeepers and Food Retailers of Australia, Ansett-ANA, Qantas, and the New Zealand Government are ineligible.



Beauty HINTS

SKIN CARE

A clean skin is clear and well-toned. This can only be achieved by thoroughly cleansing with a pure, mild toilet soap. Gently massage the lather of soap into the face and throat with an upward, rotary movement. Do this for about 60 seconds, rinse thoroughly in warm water, then splash face with cold water and pat dry with a soft towel. You will find your skin cleansed, refreshed and stimulated. This will also help prevent blackheads, whiteheads and blemishes from occurring.

PREPARATION FOR MAKE-UP

Because of the severity of the Australian climate, it is essential to use a Moisturiser.

To prepare your face for make-up—first apply a skin tonic. This tones and refreshes the skin, refines the pores and allows your make-up to go on smoothly and evenly. Then smooth Moisture Balm into your skin. Apart from keeping your make-up fresh, it will help restore the moisture that has evaporated from the skin. This helps counteract fine lines and wrinkles.

Follow this skin care routine and your skin will always appear smooth and lovely, your make-up will "stay on" longer and look fresher.

NIGHT CARE

It is very important that you cleanse the skin thoroughly before going to bed by using a good cleansing cream or lotion. This removes every trace of make-up, dust and dirt from the pores of the skin.

Remove cleanser with a tissue or pad of cotton wool, wash the face with a pure mild toilet soap; rinse with warm water, splash with cold water and pat dry with a soft towel.

Your skin will now be perfectly clean so to tone, splash the face with skin tonic or astringent and use either a good moisturising balm or nourishing cream. Massaging the balm or cream well into the skin will help restore the natural oils and keep fine lines and wrinkles at bay.

This cleansing routine will keep your skin looking more youthful, soft and lovely.

HAIR CARE

To be in keeping with lovely skin, your hair must be shining, healthy and well groomed.

It is very important to determine your hair type —

Dry Normal Oily

If your hair is fine and "fly away" and shows a tendency to be brittle, it is most likely dry. If

you are one of the lucky ones whose hair is manageable, who needs to shampoo only once a week and whose hair looks shiny and smooth, more than likely it's normal hair type.

Those who have to shampoo their hair every three or four days because the hair looks "greasy" and feels lank, have an oily hair condition.

If the hair is oily, it may, as we mentioned earlier, be necessary to shampoo the hair twice a week. There are, of course, special shampoos on the market to help counteract the oily condition. These shampoos have been developed with oily hair in mind. They quickly and efficiently cleanse the hair and leave it completely free of oil and sparkingly clean.

If the hair is dry, a good cream shampoo should be used and the hair washed only once a week. There are cream shampoos that contain lanolin and these of course do marvels for a dry hair condition.

For the normal hair, any shampoo can be used. There are two important points to observe with all three hair types:

- Always use a good shampoo.
- Make sure the hair is very thoroughly rinsed. - Occasionally a dandruff condi-

tion can occur in any hair type. This condition can be helped enormously by the use of medicated shampoos.

To help keep that "well groomed look" and also to give the hair that "extra sheen", use a hair dressing cream. A little cream massaged into the hair makes the hair more manageable and helps keep your "set" in place.

HAND CARE

Every woman wants, and can have, beautiful well cared for hands. Always protect your hands from hot water by wearing rubber gloves.

Keep a tube of hand cream in your bathroom and kitchen. Always massage a little cream into your hands after they have been immersed in water.

When drying your hands, gently push the cuticle back from the nails with the towel. This will prevent the unsightly, broken and overgrown cuticle look.

When massaging the hand cream or lotion into your hands—always rub a little into your elbows. This will prevent the elbows from becoming calloused.

Remember—nothing spoils the look of a well shaped arm as much as a harsh calloused elbow and uncared for hands.

Be Younger Looking use mild and gentle new Palmolive Care

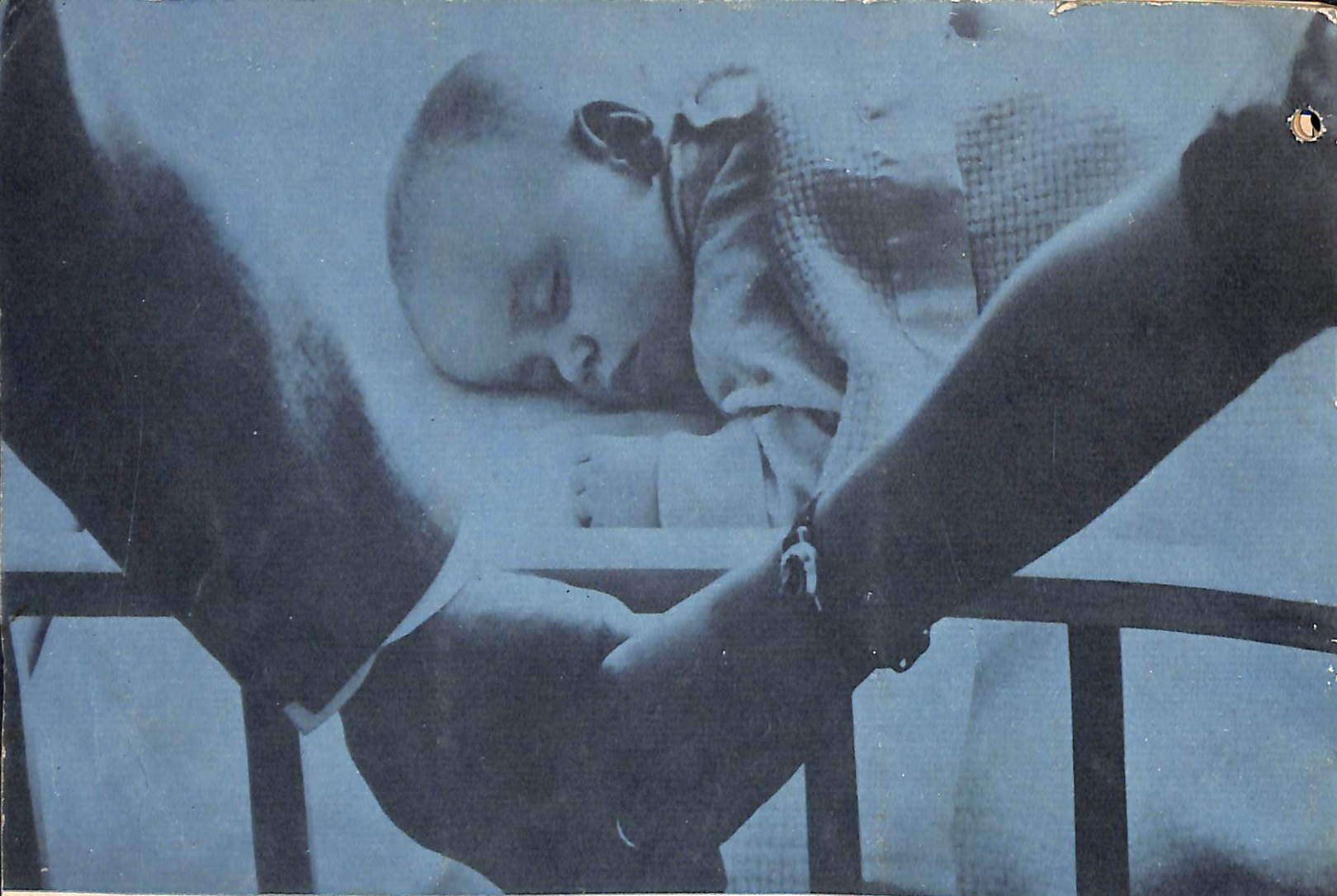
Look for these complexion improvements in 14 days

- ★ Fresher, brighter complexion
- ★ Complexion clearer, more radiant
- ★ Less oiliness
- ★ Added softness and smoothness
- ★ Fewer tiny blemishes and incipient blackheads.

If your skin is inclined to be dry, use new creamy PINK PALMOLIVE enriched with pink beauty cream, sister-in-beauty to famous GREEN PALMOLIVE.

Palmolive contains gentle olive oil





Our Philosophy!

“Only the best is good enough for your baby—we prove it in every can”

We spare no effort where the most important people are concerned. Developing new and nutritious foods for your baby is a continuous project with Gerber. Agriculture, processing methods, and nutrition all get their full share of regular research attention. Each time superior produce is developed, the improved fruit and vegetable varieties go to your baby. As new and better processing methods are perfected, they are adopted. New products come to your baby only after they are laboratory-tested for nutritive values and nursery-tested for flavour appeal.

STRAINED FOODS: FRUITS—Apples, Apple and Apricot Peaches, Apricots with Cereal, Fruit Dessert, Prunes with Cereal. **DESSERTS**—Chocolate Custard, Egg Custard, Pineapple Pudding. **VEGETABLES WITH MEAT**—Bone and Vegetable Broth, Chicken Broth, Creamed Chicken, Creamed Fish, Beef Broth, Vegetables, Liver and Bacon, Vegetable Broth. **HIGH MEAT DINNERS**—Chicken and Veal with Vegetables, Lamb with Vegetables, Beef with Vegetables.

JUNIOR FOODS: FRUITS—Apples, Apple and Apricot, Peaches, Pears, Pear and Pineapple, Apricots with Rice, Fruit Dessert, Prunes and Rice with Honey. **DESSERTS**—Chocolate Custard, Egg Custard, Pineapple Pudding. **VEGETABLES WITH MEAT**—Beef Dinner with Vegetables, Chicken Dinner with Vegetables, Creamed Chicken, Lamb and Liver Dinner with Vegetables, Liver and Bacon Dinner with Vegetables, Bone and Vegetable Broth, Lamb Dinner with Vegetables, Fish Dinner with Vegetables, Vegetable and Bacon Omelette, Mixed Vegetables. **HIGH MEAT DINNERS**—Chicken and Veal with Vegetables, Lamb with Vegetables, Beef with Vegetables.



Gerber baby foods
for your baby . . . planned baby food nutrition

MARMITE
the appetite builder



Home GROCERY

ORDER BOOK 1964



	JANUARY				FEBRUARY				MARCH				APRIL					
	5	12	19	26	2	9	16	23	1	8	15	22	29	5	12	19	26	
	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	
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2	9	16	23	30	6	13	20	27	5	12	19	26	2	9	16	23	30	
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