

**AN DOG**  
 's a Barber who approves  
 a Safety Razor Blade

ays wondered if a safety  
 or blade could be hollow  
 und like my barber's  
 raight-edge razor. Now  
 u've done it - and Pal was  
 e worth waiting for.



**PAL**  
 ollow-ground"  
 AZOR BLADES  
 4 for 10¢  
 10 for 25¢  
 Double or  
 Single Edge  
 Blade Co., 935 Madison Ave.  
 Buy . . . Blades - They Last Longer

*Smooth fingernails  
 save hose*  
 Today the modern La  
 Cross factory is making  
 surgical instruments for  
 the armed forces. We know  
 you'll understand if your  
 favorite store can't supply  
 you with fine La Cross  
 manicure implements of  
 your choice.  
 No. 243 Nail File. Smooth  
 action - leaves no rough  
 edges to snag hair - 45¢  
**La Cross**  
 AMERICA'S FINEST MANICURE IMPLEMENTS  
 Bros. Corporation, Newark, N. J. • Est. 1893

**CAT'S PAW**  
 Put your foot down - on top quality  
 Cat's Paw rubber heels and soles.  
 Insist on Cat's Paw for your footwear.  
**AW**  
 Slip Rubber Heels & Soles

# "O-ooH...taste! It is like old-fashioned homemade noodle soup!"



"I couldn't  
 believe it!"

says Mrs. John English, like many another surprised housewife.

and I still don't see how you get so much home flavor out of the dry soup mixings in that Lipton envelope. I think Lipton's beats even my homemade soup... the broth is so golden and rich, the noodles of fresh-cooked noodles!"



**7-MINUTE TALE**

Miss Muffet  
 (A dumb little tuffer)  
 scarcely boil water, they say -  
 she stirred Lipton's in,  
 and it just 7 min.  
 and get home noodle soup, straightaway!

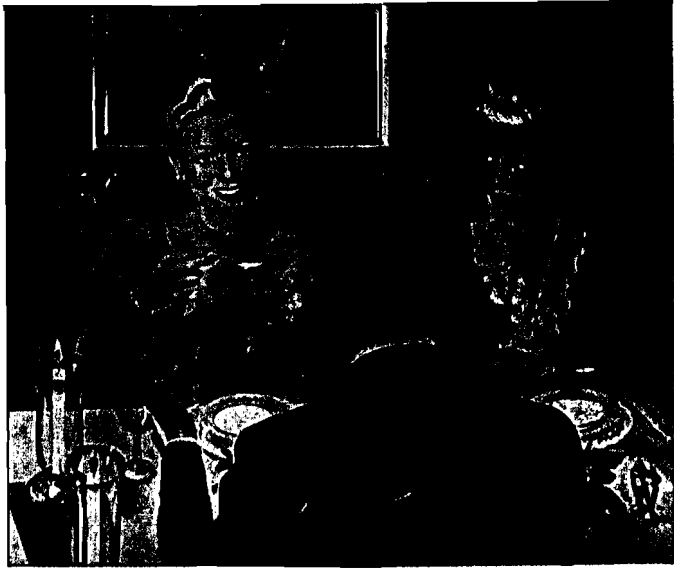
So easy to carry, too. You can bring home enough soup for dinner - right in your pocketbook! Or tuck a week's supply in a corner of your cupboard, ready for come-what-may.

**A Food Revolution**

Foods in dry form are the miracles of this new age. In fixing Lipton's, you'll see the ingredients "come to life" in boiling water... savory as a home soup made fresh that day!

**DRESS-UPS**

Lipton's Noodle Soup is so super, we hesitate to offer variations. But here's a good one sent in by Mrs. K.W. Roberts, of Hartsdale, N. Y. "For company lunch, add a few cooked peas, and a flurry of chopped chives. Makes Lipton's Soup look and taste even more extra-special!" (E.D. Look for other variations on the package.)



## LIPTON'S CONTINENTAL NOODLE SOUP

**10¢**  
 PACKAGE  
 Also in thrifty  
 3-package  
 carton



A prepared soup mix made by the LIPTON TEA people whose rich, fragrant Lipton Tea is bought by more Americans than any other brand.

Small cash and easy carry!  
 Another nice thing about Lipton's Noodle Soup is, it costs so little and makes so much - almost one and a half times as much soup as you get from the average 10¢ Lipton package makes 4 to 6 servings. And that means good rich soup for about 2¢ a bowl!

