



TIME
The Weekly Newsmagazine

YOU

are sending over half a million of them

Maybe you didn't realize you had that many boys and girls. But you have—and two busy weeks are coming up as you ready them for another school year. There are new suits and sweaters and stickers to buy, name tags to wear, notes to the teacher and official to return in. That

nation's schools and colleges? TIME. Nearly all of TIME's profitable families have children. You all are sharing a love affair with our check

WHY TEACHERS TURN TO TIME

Hundreds of classes in Social Science, Economics, Current Events, History, Oral English, Journalism, like TIME; and because they do, facts march off TIME's pages into their minds—and stick.

TIME's news, vivid, accurate reporting on National Affairs, Foreign News, Business &

WHEN YOU

say "charge it"—it gets charged

Your credit is good—4,435,890 separate charge accounts are testimony to that. In department stores, food, drug, jewelry, book stores, in garages and filling stations all over the U.S., when you say "charge it, please" it gets charged.

How does TIME know? You confided it to us yourselves—you, the women in the 700,000 families who read TIME. TIME knew you were prosperous, your way of life stable and your standards of living high. Here's new proof that the merchants and credit managers of the nation know it too.

TIME * THE WEEKLY NEWSMAGAZINE

INSPIRED ABOUT THE NEWS—BE WELL-INFORMED ABOUT TIME READERS.

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ave 912,000 club memberships

...readers. When you're not a professional—or your job, you're very apt to be a country club or a man's or yacht club. ...inside in the clubs.

You weren't aware of more than one club or maybe two? But multiply yourself by the 700,000 families who read TIME every week—and that's how it comes out. Your "extra-mural" interests certainly do add up—and so do the sums you spend for dues and equipment and clothes for all the club life. Add up, indeed, to some very pleasing pictures of "better living in America."

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LESTER BEALL

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