

PREMIERE ISSUE!

your style. your home. your life.

wish

SPECIAL
LAUNCH PRICE

\$2
Made in
Canada

16 Top Fall Trends

Best Buys & How
to Wear Them
Plus Shoes!

Great Skin at Any Age

Be Radiant in Your
20s, 30s and 40s

Market to Table

Gourmet Fare in
20 Minutes Flat

+ Tool Kits, Toasters & Tailors



HOME

Easy Closet Makeover

Transform Any Room
Small Fixes, Big Impact

DECOR
page 120

FOOD
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FASHION
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BEAUTY
page 45

\$4.50 SEPT 2004



FRESH IDEAS + EXPERT TIPS

GREAT FINDS

AT EVERY PRICE



To Market, To Market



The bounty of fruit and vegetables peaks in August and September. And shopping at your local farmers' market has many rewards.

Buy fresh from the farm because...

1. Everything tastes better.
2. You support your local farmers.
3. You are closer to the source – and closer to freshness.
4. You get involved in your community.
5. It's good for mother nature. 🌍

Make an effort to find the farmers' markets near you. Go to wish.ca for a list of locations. Drop us a line and share your favourite markets with us and other readers: letters@wish.ca.

EUREKA!

Fish Out of Water

No can opener required with Clover Leaf's new Rip 'N Ready Pouch. The slick, airtight packaging allows for a more fresh and flavourful tuna – and you don't have to drain it! Lightweight, easy to use and virtually mess-free, tuna in a bag makes for a portable, low-fat, high-protein lunch. Choose from Albacore and Yellowfin tuna. About \$2 for an 85 g pouch. At grocery stores across Canada.



Get the Scoop on Carbs

If you're carb-counting but can't live without ice cream, try Breyers Smart Scoop Carb Zone frozen desserts. You can indulge your cravings and still stick to your diet plan. At grocery stores across Canada.

BOOKS

Feed Your Intellect

Skip the coffee table books and dig into these three super paperbacks.



Fresh At Home

Ruth Tal Brown & Jennifer Houston (Penguin Group Canada, \$28)

The newest cookbook to come from one of Toronto's hippest vegetarian restaurants, Fresh. It makes vegetarian cooking easier, defines unusual ingredients and decodes raw-food diets.

The Tomato Festival Cookbook

Lawrence Davis-Hollander (Storey Publishing, \$25)

With the tomato season ripe upon us, this collection of recipes by heirloom tomato expert Davis-Hollander will inspire you to explore the full potential of true tomato flavour. Check out our In Season story on tomatoes on page 110.

Girls' Guide To Wine

Susy Atkins (Mitchell Beazley, \$13) This fun, whimsical and informative handbook debunks the intimidating world of wine. Soon you will be sipping oaky chards, sparkling rosés and hearty cabs with plenty of style and very little pretense. See our story on rosés on page 105.

How do you measure
the cost of your
dishwashing liquid?



15 mls. of Dawn cleans 3 average dishloads.

A little Dawn^{MD} goes a long way, making it a terrific value. **GET DAWN AND GET DONE.**

