

TAMPAX
PROMISES



freedom and comfort

Tampax lets you get up and go—without heed to time-of-the-month. No normal activity is barred from you—not even swimming—for Tampax* absorbs internally! Gives you cool, comfortable sanitary protection. No pads, belts or pins. Nothing to chafe, bind or irritate!



poise and confidence

Tampax gives you a sense of *sureness*—the knowledge that you're at your very best! There are no telltale lines with Tampax. No chance of odor forming. No messy disposal problem. Available wherever drug products are sold; in Regular, Super, Junior absorbencies. Tampax Incorporated, Palmer, Massachusetts.

Plagued Day And Night with Bladder Discomfort?

Such a common thing as unwise eating or drinking may be a source of mild, but annoying bladder irritations—making you feel restless, tense, and uncomfortable. And if restless nights, with nagging backache, headache or muscular aches and pains due to over-exertion, strain or emotional upset, are adding to your misery—don't wait—try Doan's Pills.

Doan's Pills have three outstanding advantages—act in three ways for your speedy return to comfort. 1—They have an easing soothing effect on bladder irritations. 2—A fast pain-relieving action on nagging backache, headaches, muscular aches and pains. 3—A wonderfully mild diuretic action thru the kidneys, tending to increase the output of the 16 miles of kidney tubes. So, get the same happy relief millions have enjoyed for over 60 years. Ask for new, large, economy size and save money. Get Doan's Pills today!

"O-O-O-O MY FEET!"

THEY'RE KILLING ME!

Why suffer agonies of
CORNS & CALLOUSES
TIRED, TENDER, ITCHING, BURNING,
SMARTING, PERSPIRING FEET
QUICK RELIEF!

GET PROMPT RELIEF THE SURE
WAY WITH JOHNSON'S FOOT SOAP
*AT ALL DRUGGISTS AND
TOILET GOODS DEPTS.

JOHNSON'S FOOT SOAP
BORAX IODIDE AND BRAN

**ITCH STOPPED
IN A JIFFY**
or money back

Very first use of soothing, cooling liquid D.D.D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 45¢ trial bottle must satisfy or money back. Don't suffer. Ask your druggist for D. D. D. PRESCRIPTION.

PROMOTION

by Joseph Newton

Department-store executive James Schoff adds: "We have concluded that exposure to a liberal-arts influence is the best possible preparation for meeting specialized demands in business." Broad interests mean many things, but probably the two most important are showing a keen interest in human problems and in other phases of your company's operations, in addition to your own specialty.

2. Are you willing to accept responsibility, make decisions, and—occasionally—take chances?

"Most young executives just want to keep out of trouble," says a corporation president. "But people who don't take risks and make sacrifices seldom become leaders." Frank Pace, Jr., former Secretary of the Army, adds: "Too many people think selling themselves means thinking along the same lines as their superiors. It is important to get across to an organization that the boss knows what he thinks; what he wants to know is what the *other man* thinks."

The willingness to gamble also means willingness to pull up stakes and tackle a new and challenging opportunity if it presents itself. Few lost opportunities mark the path of successful business leaders on their climb to the top. One executive said emphatically: "Unwillingness to take chances, make decisions, or accept responsibility wrecks more careers than any other weakness."

3. Do you REALLY like people?

The day of the rugged "let 'em eat cake" individualist is a thing of the past. Human relations have taken on new value and new importance. To get along in business today, you should also be able to get along with people.

The easiest way, of course, is to like them genuinely. This means looking not for faults but for good qualities in the people you work with. The habit of liking people can be acquired if you work at it. Without it, your business path is difficult.

4. Are you continuing to learn?

Lyle M. Spencer, president of Science Research Associates, says: "From the day they take over the reins of business

control, most chief executives are secretly dissatisfied with their own work. Their desire to improve the quality of their decisions and activities is as intense as their drive to increase company profits."

Whenever you feel you have reached the point where you know it all, you're in trouble. Education must be a broad and continuing process—and it must include a willingness to consider advice.

There are indications that college graduates with a background in the arts and sciences, rather than a highly specialized education, are best equipped to meet these qualifications. College, incidentally, is very helpful but not absolutely mandatory. Even more important is the ability to make use of the learning process every day!

5. Are you well-organized?

Successful executives have, to a high degree, the ability to organize not only their own time and work but also that of other persons.

Probably the most important by-product of such highly organized thinking is the parallel ability to delegate responsibility freely and decisively, and to get things done through other people—by inviting suggestions and encouraging participation.

On this point, Roger Hull, executive vice-president of an insurance company, says: "If I had to choose between an executive who surrounds himself with good people and listens to them, as against a more brilliant fellow who listens to no one, I would definitely choose the first."

6. Are you a "company man"?

This term has acquired a slightly contemptuous meaning over the years. Yet most successful management people are very definitely "company men." This means simply that they like what they're doing and derive a great deal of satisfaction from their company's growth and development.

Although the company man is ambitious, his ambition is tempered by the ever-present desire to improve the overall organization for which he works. The company man identifies himself with the work of the entire company, not just his job. He is consistently seeking

new work to do and new ways of doing it. He generally refuses to indulge himself in the all-American pastime of knocking his employer behind his back.

Like any other excesses, the company-man philosophy can be carried to extremes; but most successful management people genuinely like their work and their company.

7. Are you healthy?

Every survey of successful business people shows the popular concept of the ulcer-ridden executive, guzzling milk while he tries frantically to handle a half-dozen simultaneous phone calls, to be pure eyewash. Most business leaders are remarkably healthy and have been since childhood. They don't worry about their health, and seldom talk about their ills—real or imagined.

8. Do you feel inner security?

Most business leaders have found mental as well as physical health and well-being. In general, they are happily married, have several children, adhere to high moral and religious standards, and are active in a great many civic, social, and educational causes, in spite of the limitations of time. They also have the courage to speak their minds when they feel they're right—without becoming antagonistic; and, conversely, they willingly admit being wrong when evidence so indicates. In short, these men have pretty well made their peace with the world.

Now, what are the material rewards of business success? Among the most fabulously successful businessmen in America are the members of the Young Presidents' organization—men who became presidents of large companies before they were 40. Last year, these men had an average income of about \$41,000, and received a \$1,500 raise during the year. Individually, they carry about \$112,000 in life insurance and have a net worth of some \$250,000. They are strong family men—married an average of 13 years, with three or more children.

These men took maximum advantage of today's unparalleled opportunity for advancement in American business.

If that's what you want, you have the same opportunity, too!