

Kill smoking odors fast with Colgate's new Florient Makes air smell flower-fresh



One Spray of Colgate's new Florient instant-action Air Deodorant quickly kills unpleasant household odors—cooking, smoking, bathroom, pets, musty closets, baby's room, and sick room. Get it at your grocery or drug store. Be sure to keep an extra Florient handy in the bathroom.



NOW IN 4
FRAGRANCES:
FLORAL, SPICE,
MINT, PINE

No Wick • No Wait • No Waste



Please be careful..
**PREVENT
FOREST FIRES!**

Now—guaranteed relief for ATHLETE'S FOOT ... Ringworm... Fungus

Unlike remedies that work only on the surface of the skin, this amazing NP-27 attacks infection under the surface as well as on it. Promotes growth of new skin. Helps prevent reinfection!

GUARANTEE: No matter how severe your case... NP-27 guarantees relief or your druggist will refund your money.

Nothing relieves
Athlete's Foot like
NP-27

A
NORWICH
PRODUCT



FASHIONS

Delicate nylon chiffon dress by Henry Rosenfeld has fully shirred flared skirt, lined bodice with a high round neckline perfect for jewelry (\$15).

Gracette's whisper-cool sophisticate in DuPont Dacron and cotton has draped, surplice-like fitted bodice over permanent-pleated skirt (\$30).



by Allyn Rice

Sheer Magic

CRISP, SHEER fabrics—but not too sheer—help lighten the burden of Summer's heat and keep you looking and feeling gaily sophisticated from morn to dusk. Tiny details distinguish this season's dresses. Skirts are styled for comfort with an easy fullness; bodices are as varied in treatment as designers' imaginations. New synthetics, alone or in combination with other fibers, are used to give you simple-to-care-for coolth (a lovely word!); and the darker tones make these costumes suitable for wear through Indian Summer.

Hats: Miss May Photos: Henri Janson Prices are approximate

Jonbarry's acetate-and-rayon crepe adaptation of the Chanel look: a semi-middy with sailor collar and self tie over soft-pleated skirt (\$13 each part).

