

SENSATIONAL NEWS FOR DOG LOVERS!



SEE FLEAS DROP OFF WITHIN MINUTES!

Now, at last—you can get a powder that *really stops* "hot weather" scratching, soothes painfully itching skin, and deodorizes—all in minutes. You actually *see* the fleas drop off.

Sergeant's (new formula) Scratch Powder gives quick relief to pets that often scratch themselves raw in hot, muggy weather. It quickly kills fleas and lice, stops the fiery itching of summer eczema.

No other powder works as well—and yet, it costs *much less*—only 49¢ and 79¢.

Ask for Sergeant's by name at any drug or pet counter. Don't accept substitutes—there's only *one* Sergeant's. While there, get your *free* copy of Sergeant's Dog Book. Or write



Sergeant's

Richmond 20, Virginia
the most esteemed name in pet care products

Got a cat? Use Sergeant's quick-acting Cat Flea Powder—only 49¢.
Most Sergeant's products are available in Canada.

Woman Nearly Itches to Death

"Fiery Itch drove me crazy until I found a new wonder Skin Creme. Now I am happy," writes Mrs. D. Howard of L.A. Here's blessed relief from the itching tortures and misery of Summer Rash, Eczema, Poison Ivy, Insect Bites, Sunburn, Athlete's Foot, with a new scientific Skin Creme called LANACANE. This stainless flesh-colored medication kills harmful bacteria germs while it softens and dissolves infected skin tissue. Stops scratching and so speeds healing. Don't suffer another minute. Get Lanacane today at all druggists.

IF YOU DON'T TELL THEM THE TRUTH— **WHO WILL?**

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FASHIONS

Campus Leaders— Class of '58

by Allyn Rice

GONE ARE sloppy campus clothes. Joe College and his coed have found casual ease more fun when they're dressed up to it.

A straight-lined bulky look, knitted or woven, takes honors this semester. Loose-fitting, waist-hugging sweaters and blouse-jackets are the thing as toppers for matching softly pleated plaid, tweed, and flannel skirts.

Rediscovered by the BMOC are bulky knit sweaters, tidy tab-collared shirts, and the blazer jacket with its 1957-58 dash—tweed stripes.

They're right for class or for after-school office jobs; and with the appropriate accessories, some are right for dating, too.

Jewelry: Cadoro Handbags: Roger Van S Shoes: Capezio

Photographed for Family Weekly by Henri Janson

CANNON Kitchen Towel in every GIANT ECONOMY SIZE



And remember you
can't buy a better detergent
for everything you wash
than all-purpose
BREEZE!



P.S. CANNON FACE CLOTH IN EVERY REGULAR SIZE BOX!

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