

Her name... Kathy Wallace
 Her occupation... TV Starlet
 Her shampoo... Halo

Lovely Kathy has appeared in many network shows, is one of the busiest young actresses in TV today.



Because of its unique cleansing ingredient...

Halo Shampoo leaves hair
 Cleaner, Softer, Brighter than
 any oily, greasy, soapy shampoo



Kathy Wallace knows, as you should too, that no other shampoo—liquid, lotion or cream—offers Halo's unique cleansing ingredient, so mild, yet so effective. And there are no unnecessary ingredients in Halo. No greasy oils or creamy substances to interfere with cleaning action. No soap to leave dirt-catching film. That's why hair with the fresh, young Halo Look is so soft, so bright, so whistle-clean. Halo reveals the hidden beauty of your hair.

See for yourself why Halo is
 America's Favorite Shampoo

The New "Old" Look

by Allyn Rice

FASHION'S gone full circle, and the '20s are back in style. Once again we have the pointed-toe shoe, the colored hose, and the chemise look with its hard-to-find waistline. To the question, "Where's the waistline?" you can add a new one: "Is it a dress or a coat?" The answer is up to you, for this Spring's lightweight woolen coat and/or dress is whichever your fancy makes it. Look at the hats, too. They have the flavor of the '20s, but they're far more becoming to the wearer.

1. Gathered in back by a half-belt, Fashiontowne's worsted jersey Spring dress-coat has a long lean line and four slimming patch pockets (\$60).

2. With or without the self-sash, Nelly de Grab's step-in dress holds its shape. Its richly brocaded cotton knit recalls another era (\$25).

3. Worn as dress or coat, this chemise line is Abe Schrader's answer to Spring. Made of lightweight menswear flannel, it buttons to hem (\$50).



1.

Hats: Robert Dudley
 Bag: Town
 Shoes: Pappagallo

Photographed for Family
 Weekly by Henri Janson

All prices are approximate



2.

Fashions

Aids to Daintiness

by Nan Cabot

IN GOOD KING CHARLES' day, bathing was a major project rarely indulged in.

Frequent bathing, in fact, was considered bad for the health. Today, we know that bathing is essential to good health and indispensable to good grooming.

We are all quite human, however, and being human we all perspire. This is nature's wonderful body thermostat. And although perspiration is odorless at first, an unpleasant odor sets in when it comes in contact with bacteria on the skin. The underarm area is a special problem in this regard, so frequent use of soap and water is essential. Often this isn't enough.

Cosmetic chemists have developed many preparations to ward off perspiration odor. How do these "deodorants" or "antiperspirants" differ?



Lovely starlet Valerie Allen knows daintiness is important to charm.

Deodorants employ agents which banish or neutralize odor. Antiperspirants use chemicals which temporarily restrict the flow of perspiration in the area treated. Use of an antiperspirant (to which deodorants usually are added) in so small an area as the armpits is not considered harmful to the skin.

Deodorant powders, colognes, and soaps may be used over the entire body; creams, sticks, and lotions (deodorant and antiperspirant) are for underarm use only.

It's not difficult to distinguish between the two types. The label will tell you, and antiperspirants (which most often have an aluminum compound base) are required to list their active ingredients.

Personal preference will dictate the type you choose, of course, but first you must decide whether you want a deodorant alone or an antiperspirant.

Having made your selection, always follow the instructions on the package.

Here are a few general rules for applying any of these products:

Never apply to skin that is cut or irritated. If you shave under your arms, wait at least 12 hours before applying.

Liquid preparations should be allowed to dry; then the area should be wiped lightly with clear water. When using a cream, blend it in, then wipe away excess.

Just as perspiration can stain clothing, so can these products. The harmful effects are minimized by the addition of buffers to the preparations, but you can prevent permanent damage to a garment by washing or dry-cleaning it before ironing.

To be fresh and clean is the first essential of good grooming. Few of us can afford not to use a deodorant or antiperspirant.

Beauty

I tell you—this upset stomach is simply the end! I should take some soda or something.

Listen, Jean, what you really should take is Pepto-Bismol. Hospital tests prove it relieves upsets. It's wonderful for indigestion or nausea, too.



Pepto-Bismol works where soda, seltzers and "tummy-aids" fail! For upset stomach, indigestion, nausea, or diarrhea—Pepto-Bismol's special medicinal formula soothes with a gentle coating action. It works both in the stomach and the intestinal tract—where soda and alkalizers never help. For children or adults, this wonderful pink liquid helps control simple diarrhea without constipating.

Take Hospital Tested Pepto-Bismol®... and feel good again!



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 RELIEVES raspy breathing

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