

Colgate's new Florient kills room odors fast



Makes air smell
flower-fresh



4 popular
fragrances:
floral,
spice, mint,
and pine

More women buy FLORIENT
than any other air deodorant

For the nose with a cold...



feelable RELIEF IN SECONDS

Coldene Nasal Spray is a new fast-acting formula. It opens up stuffed-up nose and dries sniffles of a cold, allergy or sinus passage congestion. Permits normal breathing in seconds.



ANTI-ALLERGIC • ANTIHISTAMINIC • ANTIBIOTIC

"MY BACK IS KILLING ME"

—why put up with sluggish kidneys... when relief is often so swift and easy to obtain?

Backache, dizziness, lack of energy, restlessness, getting up nights, may be caused by functionally sluggish kidneys, mild bladder irritation.

For 50 years people have found swift, effective relief with DeWITT'S PILLS. This famous diuretic stimulant 1) flushes congestive waste material out of kidneys;

Live a "regular" life —without laxatives

What wouldn't you give to throw away every laxative in your medicine chest? To live a "regular" life again—normally, naturally? Here's how you can do it!

Medical science now has found a miracle substance—available as REGUTOL—that corrects constipation...not with laxatives but with natural colonic moisture!

Doctors say most constipation is due to waste losing moisture in the colon—becoming hard and dry. To give relief, laxatives and "bulks" have to force action in some unnatural, often uncomfortable way.

REGUTOL tablets work differently! Entirely non-laxative, they simply make the moisture in your colon soften hard, dry waste more effectively. Normal elimination follows naturally!

Thus REGUTOL corrects constipation and restores regularity as no laxative can—usually in just 3 days! Try it; see how much better you feel. 30 tablets, only \$1.00.

Regutol

NOT A LAXATIVE
NOT HABIT-FORMING



Shrinks Hemorrhoids New Way Without Surgery

STOPS ITCH RELIEVES PAIN

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain—without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all—results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne*)—discovery of a world-famous research institute.

This substance is now available in suppository or ointment form under the name Preparation H.* Ask for it at all drug counters—money back guarantee. *Reg. U.S. Pat. Off.

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Quips and Quotes

Don Juan in Detergent

My darling, may I fondly quote
Some tender little words you
wrote

In days before we two were wed:

"I'd move the earth for you,"

you said,

"I'd catch the stars to bring
to you!"

Remember, dear? You really do?

Then since you're that heroic type

Well, here's a dishtowel—

care to wipe?

—Ruth Chadwick



The Expert Helps the Reader

Dear Doctor:

What can I do about severe headaches every morning? They have plagued me ever since a serious bicycle accident several years ago. Exploratory operations reveal nothing, yet the headaches are driving me mad.—Concerned.

Dear Reader:

Bicycle accidents, as I often tell my patients, are on the rise. In 1923, they averaged only 23 percent of riders over 21; today the percentage has risen to 26 percent, taking into consideration new definitions of "serious." By 1980, the percentage should reach 31 per-

cent. Be careful on a bike!

Dear Miss Etiquette:

On a recent visit to the home of a well-to-do neighbor, a silly but embarrassing incident occurred which nobody was able to cope with. The servant dropped part of a strawberry parfait down the hostess' afternoon frock. Since I was sitting beside her, I felt especially awkward. What should have been done?—Gauche.

Dear Reader:

Good heavens, laugh! Even an ordinary strawberry parfait requires extra effort on the part of a hostess, and heaven knows most host-

esses today don't go to much extra effort! Those that do certainly should be given extra recognition from their guests.

Dear Cooking Editor:

I have been collecting recipes for years but have never been able to read those which use abbreviations. Could you offer me a simple guide to interpret them?—Hopefully.

Dear Reader:

Of course. Train yourself by oxd at least 1 Zn of msre, and when possible give mnts (3) of Snft. Do not trbl. For even quicker results, brtg. And often.

—John Shotwell

A trainer took his prize canary to a theatrical agent. The canary opened his act by singing a perfect operatic aria with gestures.

Next the bird juggled three small balls with his beak while flying in figure eights.

As an encore, the little yellow fellow whistled "The Star Spangled Banner" and waved American flags with each wing.

The agent seemed impressed. He walked closer to the bird, studied it closely, then reluctantly shook his head. "Sorry," he said,

"but the act won't click. These days you're dead in show business without pretty legs."

