

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



- Just one quick spray kills bad odors from cooking, smoking, bathroom, pets, musty closets, baby's room, sick room.
- Wick deodorants are too slow - some aerosols too weak, freshen just for the moment, but Florient really kills bad odors fast.
- So economical, too - it lasts and lasts.
- Keep an extra Florient in your bathroom.



4 FRAGRANCES:
FLORAL, SPICE,
MINT, PINE

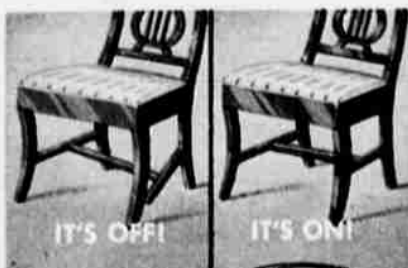
More women buy FLORIENT
than any other air deodorant

OUR FUTURE IS



GREAT
IN A
GROWING AMERICA

CHAIR WOBBLY?



Tighten all loose objects
with handy Plastic Wood.
Won't chip or crack.
Ask for it by name.



For surest results always use GENUINE

PLASTIC WOOD
Handles like putty—hardens into wood!

Fashions



Miss Russell wears gay, distinguished hats as "Auntie Mame," her latest film.

Roz Russell Makes Head-lines



Her personal hat wardrobe brought her this award.

as the
"best-hatted woman
in the world."

IN THE SPRING, a young woman's fancy lightly turns to thoughts of—hats. Big ones with flowers; little ones with veils; stiff ones and floppy ones; swashbuckling, bold ones and modest, shy ones.

Milliners say too many women have been neglecting their hats in recent years, but this season the industry's slogan is "Off with the old, on with the new."

"Hatlessness is old hat!" declared Rosalind Russell recently as she accepted the Golden Hat Award as the best-hatted woman in the world.

Miss Russell believes no woman is really well-dressed unless her ensemble is topped by a chic chapeau.

Come Easter morning, all the new hat styles will be in full bloom. Experts say the big interest this year is brims: they are tiny and huge; wide and narrow; straight and curved; swooping, soaring, and drooping. There are crowns of all shapes and vivid new colors—many showing an Oriental influence. Fabrics include many normally used in dresses: chiffon, piqué, taffeta, and organdy.