

CURAD® New "mercy bandage" won't pull the scab off



Unlike gauze bandages, new CURAD® with non-sticking Telfa® pad won't hurt when you take it off . . . won't reopen healing wounds

No more tears when the bandage has to come off. New CURAD "mercy bandage" has a pad of Telfa (like the Telfa Dressings used in hospitals). Gauze is covered by a plastic surface which never sticks to the wound, won't pull the scab off.

Flesh color or transparent for adults, Battle Ribbon colors and designs for the kids. Medicated. Waterproof.



And use Telfa sterile pads for larger wounds.

Bauer & Black
DIVISION OF THE KENDALL COMPANY

False Teeth

stay in place for hours

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No need to take harmful, habit-forming narcotic pills to get the sound sleep good health requires. Clinical tests, reported in Coronet Magazine and a leading medical journal, prove SLEEP-EZE Tablets fully as effective as barbiturates—with no next-morning grogginess. SLEEP-EZE Tablets are so safe you can get them at any drug counter without prescription. So effective you'll be asleep in minutes, stay asleep all night. Money back if you're not satisfied.

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BARBITURATES
OR OTHER
HABIT-FORMING
DRUGS



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AT ALL DRUG COUNTERS

79c



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One who finds life wonderful and exciting at 70 proposes

NEW AGES OF MAN

by William F. McDermott

"TEN PERCENT of people now living will reach 100 years of age," a recent president of the American Medical Association, Dr. E. J. McCormick, predicted. Already, centenarians are becoming common as compared to 50 years ago.

Reinforcing his statement is the fact that the average life span has rapidly advanced so the male average is just below 70 and female several years over it. The result is, our whole concept of what constitutes "middle age" and "old age" is being modified.

I can recall thinking as a boy of 15: "How will it feel to be an old man of 25?" and I dreaded the time when I would hit that mark. Yet now at 70 I anticipate with pleasure the 10-year difference that I regarded then with foreboding. I think 80 will be more intriguing and challenging than 70!

It's time we discarded outmoded ideas about growing old. It's true that we think of middle age as embracing years a little further along than formerly—we thought in my youth it started at 30—but the fact remains we still consider the period as a tapering-off from which there is generally little ascension of greater heights. Our attitude usually is that if we just "carry on," we will be doing well. And old age—well, it's a time of decline, to which we must resign ourselves.

Without doubt, our attitude largely determines our destiny—at least in years. But if we look at man's lifeline as steadily advancing upward—at least mentally and emotionally—rather than hitting a peak and then going into a decline, we will add years to our life and life to our years!

I believe that a new classification of the human life span will help materially to attain this goal. Realistically, I think, we can consider these Five New Ages of Man:

1. Youth. Birth to 25 years of age. The quarter-of-a-century mark is a fair limit to set on the youth period. Traits that forewarn of possible trouble later begin to appear by this time. William James, the eminent psychologist, said that old-fogeyism shows up among those so inclined at 24. Also, physical vigor reaches its peak at 25 or 26, when new body cells created no longer exceed those destroyed.

2. Junior Maturity. 25 to 40. This is the period of great development mentally and skillfully. The professional man, the artist, and the business man push rapidly ahead during these years. It is the time when ambition dominates and probably the most progress is made.

3. Prime of Life. 40 to 75. Here men and women are in the long pull for achievement, usefulness, money-making, and peak attainment in their chosen fields. They have reached and passed the deadly bogey of 40 and find—many to their surprise—that they are not only as good as, but better than, they were at foreboding 39.

The growing protest over 65 being the time for official retirement is based on the realization that it should not apply to vast numbers of capable, healthy, ambitious people. With health conditions rapidly improving, it is reasonable to consider up to 75 as the prime of life.

4. Senior Maturity. 75 to 100. There's no reason for one considering himself in his "dotage" when past 75. Thousands are healthy and eager to achieve in their 80s and 90s.

I once interviewed a man 102 years old, who was a bit feeble but splendidly alert and who could remember talking with Revolutionary War veterans. One man at 110 had a successful prostate gland operation. Surgery on persons 70 or 80 is now considered safe and ordinary. High blood pressure can be lived with successfully for years; new