

NEW Spiral Brush

outmodes clumsy rod applicators



New, really waterproof
"MAGIC" MASCARA
by Maybelline **only \$1**

No more stuck-together lashes! No more stiff, coated-look or feel. New *Spiral Brush* separates lash-by-lash as it colors and curls. Automatically applies just enough color around each lash individually. Far better than a rod! And smudge-proof "MAGIC" formula is *really* waterproof, yet completely gentle. No sting, no odor.

REFILLS 69¢
 Lasts for months

Maybelline—always the purest and best in eye beauty

FASHIONS



Classes begin with a short velveteen jacket paired with a plaid wool skirt and a cotton shirt. The entire ensemble by Wipette (\$36).

VELVETEEN

UPPERCLASSMEN—female of the species—are first to say that simple shirts underscored by skirts in bright plaids and tweeds are campus-wardrobe musts. They insist on a clean-cut classic look that's softly feminine. Velveteen, that lush, plush fabric, steps in this year as a high-fashion supplement. It delightfully feminizes the

Now! Easier, surer protection for your most intimate marriage problems



1. Germicidal protection! Norforms are safer and surer than ever! A highly perfected new formula releases anti-septic and germicidal ingredients right in the vaginal tract. The exclusive new base melts at body temperature, forming a powerful protective film that permits long-lasting action. Will not harm delicate tissues.

2. Deodorant protection! Norforms were tested in a hospital clinic and found to be more effective than anything it had ever used. Norforms are

deodorant—they eliminate (rather than cover up) embarrassing odors, yet have no "medicine" or "disinfectant" odor themselves.

3. Convenience! These small vaginal suppositories are so easy and convenient to use. Just insert—no apparatus, mixing or measuring. They're greaseless—keep in any climate. Your druggist has them in boxes of 12 and 24. Also available in Canada.

Same reliable product—new gold and white package!

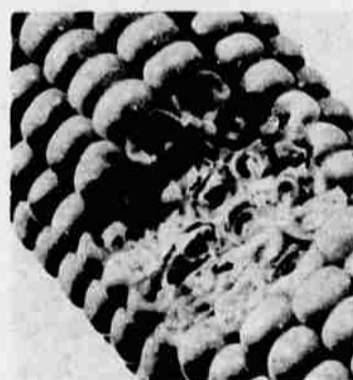


FREE Informative Norforms booklet

Just mail this coupon to Dept. FW-98-23 Norwich Pharmaceutical Co., Norwich, N. Y. Please send me the new Norforms booklet, in a plain envelope.

Name _____
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EAT ANYTHING!



ORA-FIX

holds dentures fast—all day!



Use Ora Denture Cleanser, too

BETTER... by McKESSON

Float Away Eye Fatigue

● Relax and refresh sore, tired, over-worked eyes in seconds with LAVOPTIK Eye Lotion. Washes away dust, grit, airborne chemicals; soothes itching, burning. Safe for men, women, children. LAV-OP-TIK Eye Lotion. Handy free eye-cup included. Depend on 46 years of successful use. At all druggists.



I was just thinking...®

"WHEN THEY told me they were going to get married," said the father of the bride, "I offered them \$5,000 or a big wedding.

"She's the only child we got, you know. And I would get the \$5,000 somehow. For her.

"I think maybe he would have taken the money, instead. Men don't have the same feelings as women about these things. But she wants the wedding. It's all right. I want her to have what she wants."