



Colgate's
new
Florient
kills bad
odors fast

makes
air smell
flower-
fresh



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. No wonder more women buy Florient than any other air deodorant.

4 fragrances:
Floral, Spice, Mint, Pine

Sally's
BLUE



PERIODIC PAIN

Midol acts three ways to bring relief from menstrual suffering. It relieves cramps, eases headache and it chases the "blues." Sally now takes Midol at the first sign of menstrual distress.



Sally's
GAY
WITH
MIDOL

Foot Specialist
Puts Out Fire!

Foot specialists know of the fast cooling relief that graceless, medicated Ice-Mint gives tired, burning feet. This frosty-white, cooling cream quickly softens stinging corns and callouses. Keeps feet feeling happy and comfortable all-day long. Get Ice-Mint today. At all druggists.



Quips and Quotes

Two old friends met on the street for the first time in years. One was shocked by the haggard look of his old pal. "Charlie," he sighed, "you sure have changed. What makes you look so old?"

"Trying to keep young," Charlie said wearily.

"Trying to keep young? I don't get it."

"Yes," was the response, "trying to keep nine of them."

—The Liguorian

An old-timer is a fellow who can remember when the only women in a barber shop were the ones in the *Police Gazette*.

—Al Spong

The Curse of Positive Thinking

"Well, I say the first human will land on the moon before September of 1959—what's more, I'll push you up Brady St. hill in a wheelbarrow, if he doesn't!"

"Of course, you're not imposing on friendship, Bob. Everything will work out fine. Now just where do I cosign for this loan?"

"Go ahead and write a check for the groceries, Hon. I'm sure the tax refund will come tomorrow, and we'll deposit it before the check can clear."

"No trouble at all, Harry, keeping your cat while you're in Europe. Say, what do you feed her? Seems like she gets fatter every day."

"I can lick any man in the house!"

—Francis O. Walsh

The teen-age girl folded her hands dramatically and sighed, "Oh, I feel such an intense longing to do something for others!"

Her bobby-sox friend was skeptical. "Others? Whatdaya mean 'others'?"

"Oh, you know," the girl replied. "'Others'—anybody outside your own family."

—E. M. Marshall

The Ice-Cream Man Cometh

No doubt the children think he is
A summer Santa Claus;
His jolly truck, his merry bell,
His willingness to pause
Must seem to them a bright new friend,
A kind of white St. Nick
Who every afternoon comes by
With favors on a stick.

To parents, though, he seems to be
No giver of delights,
But more a taker who drives off
With coins—and appetites.

—Dick Emmons

Sometimes the most dampening influence on a prospective home-buyer is a look at the basement.

—Ken Kraft

Bawl of the Open Road

Dear service-station owners on my vacation route:

Please build your rest rooms a mile on up the highway
Where kids who have just stubbornly refused them

Decide with urgent wails they should have used them!

—Georgie Starbuck Galbraith



"The Star Spangled Banner is the only piece he knows!"

FINAL CONTEST

enter now

This is your last chance to enter the contest that is the talk of America. So don't delay. Start now to dream up a name that the star of tomorrow pictured at the right can use in his film career. (For example, Fredric March, Marlene Dietrich and Jennifer Jones are stage names. Their real names are Frederick Bickel, Maria Magdalene von Losch and Phyllis Isley.) There is no limit to the number of prizes you can win, so get the whole family in on the fun. This is the final contest in the "Name the Stars of Tomorrow" game. Enter today!

THE JUDGES ARE:
JANET LEIGH, star of "Who Was That Lady"; JERRY WALD, producer of "The Best of Everything"; HENRY WILSON, one of Hollywood's top agents; and PEER OPPENHEIMER, Family Weekly's Hollywood editor.



Easy-to-Follow Rules

1. There will be six separate weekly contests, each with its own set of prizes. You may enter each contest as many times as you desire, using either the entry blank published each week in FAMILY WEEKLY or a reasonable facsimile.
2. All entries for Contest Number Six must be received by midnight Thursday, September 3. Entries may be mailed on post cards if desired.
3. The prizes for Contest Number Six are: 1st Prize—Gertrude Ederle Swimming Pool. 2nd Prize—RCA Whirlpool Washer-Dryer. 3rd & 4th Prizes—Westinghouse Electric Ranges. 5th & 6th Prizes—Mercury Outboard Motors. 7 to 14—Nesco Electric Rotisseries. 15 to 22—In-Sink-Erator Disposers. 23 to 38—Airex Fishing Sets. 39 to 58—Seth Thomas Wall Clocks. 59 to 88—American College Encyclopedic Dictionaries (2 Vols.). 89 to 118—Westclox Wrist Watches.
4. Entries will be judged on the basis of originality and aptness of thought. Judges' decision is final. In case of ties, contestants will be required to write a statement about FAMILY WEEKLY. All entries become the property of FAMILY WEEKLY and none will be returned. Entries must be the original work of contestants and must be submitted in their own names.
5. Contest winners will be notified as soon as possible.
6. The six contests are open to all residents of the United States except employees of FAMILY WEEKLY, its affiliated companies, its distributing newspapers and their families. The contests are subject to all Federal, State and local regulations.