

Betty's BLUE

PERIODIC PAIN

Don't let the calendar make a slave of you, Betty! Just take a Midol tablet with a glass of water . . . that's all. Midol brings faster relief from menstrual pain—it relieves cramps, eases headache and chases the "blues". So get Midol today.



Betty's GAY WITH MIDOL



Couldn't Wear Wedding Ring

Mrs. Kohler's Hands Were Red, Rough, Sore Until She Used RESINOL

"My hands were red, rough, so sore that I couldn't wear my wedding ring," writes Mrs. Ernest A. Kohler. "And my husband had many spots on his legs that were red and very itchy. We used salves of all sorts, some quite expensive, but they didn't help us. Now, after using RESINOL, my hands are ever so much better and so are the spots on my husband's legs. I'm wearing my ring again . . . We can't praise RESINOL enough!" Remember this—quickly relieve sore, itching irritation of rough dry skin, eczema, rash, piles or hemorrhoids, chafing, chapping with soothing

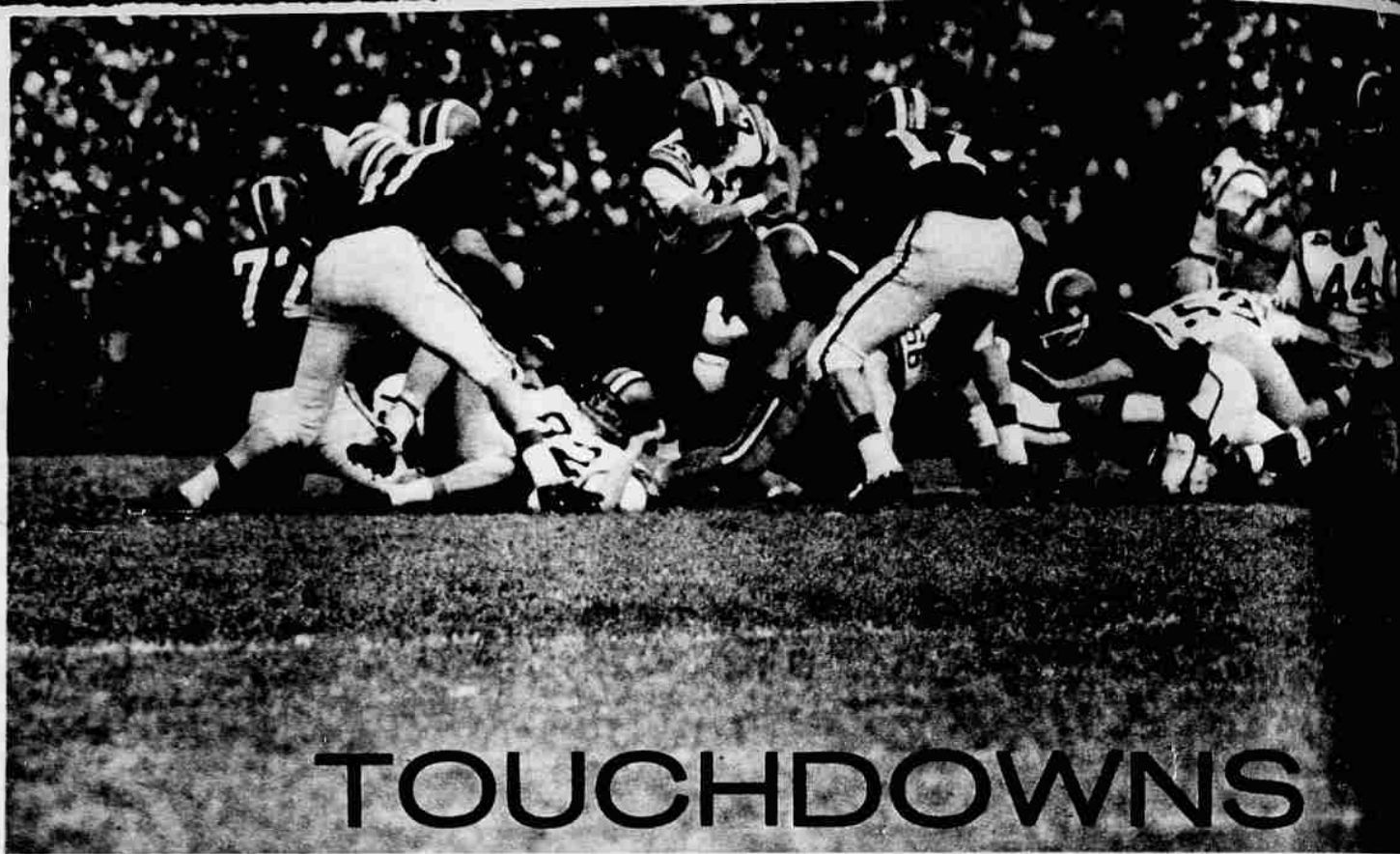
RESINOL Medicinal OINTMENT

And Forget Your Skin Distress!
FREE Sample. Write Resinol, Dept. FW1, Balto. 1, Md.

WAKE UP RARIN' TO GO

Without Nagging Backache

Now! You can get the fast relief you need from nagging backache, headache and muscular aches and pains that often cause restless nights and miserable tired-out feelings. When these discomforts come on with over-exertion or stress and strain—you want relief—want it fast! Another disturbance may be mild bladder irritation following wrong food and drink—often setting up a restless uncomfortable feeling. Doan's Pills work fast in 3 separate ways: 1. by speedy pain-relieving action to ease torment of nagging backache, headache, muscular aches and pains. 2. by soothing effect on bladder irritation. 3. by mild diuretic action tending to increase output of the 15 miles of kidney tubes. Enjoy a good night's sleep and the same happy relief millions have for over 60 years. New, large size saves money. Get Doan's Pills today!



TOUCHDOWNS BETWEEN

FOR 40 YEARS a durable myth has depicted football's half-time intermission as something like an inspirational recess. According to the myth, games are often won or lost between halves because of some coach's revival-meeting oratory in the dressing room.

Ever since Knute Rockne implored his Notre Dame team to "win this one for the Gipper," millions of fans all over America have considered melodramatic pep talks a vital part of the game.

All this is very pretty except for one thing: it just isn't so. Despite the popular impression, half-time pep talks are as outmoded as the turtle-neck jersey and the flying wedge.

"I don't know any coaches who make a point of waving the flag between halves," says coach Bud Wilkinson of the Oklahoma Sooners. "Why would they? There are too many important things to discuss in the time available."

In an era of swift-striking T-formation football, with endless variations of as many as 200 basic plays, the 15-minute intermission is devoted not to sentiment but to science. The modern coach is busy chalking diagrams on the blackboard, telling an end to try stop-and-go fakes on a rival defender, improvising corrections to check the enemy running game.

What makes the bogus legend of the between-halves pep talk wonderfully ironic is the blunt fact that football games actually are won at half time these days—the unemotional scientific way.

At major colleges, the between-halves organization really begins at least two minutes before the end of the second quarter. At that point in the Southern Methodist-Missouri game last season, for example, a troop of SMU managers and team attendants converged on the dressing room under Missouri's Memorial Stadium. A very old ritual was

beginning there all over again.

Quickly, the attendants quartered fresh oranges, unboxed cleats, soaked towels and wrung them out. Fresh jerseys lay on wooden benches in front of lockers. In the cubbyhole of a first-aid station, the SMU trainer ripped long strips of adhesive tape.

From seats in the press box came two assistant coaches. They started chalking X's and O's on two large blackboards in the dressing room. These symbols illustrated the basic offensive and defensive patterns Southern Methodist and Missouri had used in the first half.

Moments later, the SMU players clattered down a concrete runway and into the dressing room. The scoreboard showed Missouri leading, 19-0. Their hard, muscular bodies sprawled on the floor or on benches, the players sucked oranges, loosened shoulder pads, swabbed sweaty faces. Assistants moved among the athletes, tightening cleats.

Over at the trainer's booth, emergency repairs of another sort commenced. The trainer and his aides retaped ankles, wound bandages around knees, painted medicines into wounds and gashes.

As the SMU Mustangs relaxed, coach Bill Meek stepped to the blackboards. In a flat, even voice he pointed out defensive leaks where Missouri had gained most of its yardage. Among other errors, the Southern Methodist linebackers hadn't reinforced the tackles properly.

In much the same way, the offensive intelligence summary unfolded. From what the assistant coaches reported, Meek knew the bristling Missouri defenses could be breached two ways. With a change in the blocking assignments, Southern Methodist backs could run wide plays at a profit. Besides, SMU could open up its passing game by doubling up on a rival halfback.

While players lumped down their shoulder pads, tightened shoe laces and uniforms, Meek permitted himself only one Hollywood-like suggestion.

"All right, let's go get them," he said in a rising voice.

Out on the field, the Southern Methodist varsity followed that half-time script with a brutal dedication. Strong-legged halfbacks swept around the Missouri ends, rolling, twisting, focusing on the end zone, while quarterback Billy Dunn arched killer passes into the soft spot Meek had diagrammed. In 30 incredible minutes they scored five touchdowns. Final score: Southern Methodist 32, Missouri 19.

A staggering second-half comeback isn't typical, of course, but it isn't unique, either. In a Sugar Bowl game against Maryland, Oklahoma's Bud Wilkinson prescribed a hurry-up offense as the best cure for a seven-point deficit. It succeeded to the tune of a 20-7 victory.

Even Iowa's big, bruising Rose Bowl champions exploit the magical 15 minutes between halves. At half time in a crucial game with Northwestern last year, coach Forest Evashevski told his team to ambush the rival's play-wrecking floating ends by running inside them. Result: Iowa 26, Northwestern 20.

"OCCASIONALLY, the half-time period is the most significant 15 minutes of the afternoon," says coach Pete Elliott of the California Bears. "Between halves we try to give the players the information that can win games instead of sentimental pep talks."

Until Elliott huddled with his troops at half time in the Oregon game last season, it might easily have gone either way. Defensive adjustments designed to contain a new souped-up Oregon offense worked as well as Cal's wide-running