

"MOISTURE PROOF"

your baby against
diaper irritation!



Z. B. T.

Protects like oil—
soothes like powder!

See for yourself. Smooth Z. B. T. Baby Powder on palm of hand, sprinkle with water. See how it runs off without penetrating Z. B. T.'s protective sheath. There's proof that Z. B. T. Baby Powder with Olive Oil *repels* irritation-causing moisture, where ordinary baby powders *absorb* it. Guard *your* baby's tender skin against urine scald, diaper rash by using Z. B. T. Baby Powder after every bath and diaper change!

Also guards against
chafing and prickly heat
Used by hundreds of hospital nurseries



Relief! When Nose fills up Spoils Sleep!

It's wonderful the way a few drops of Vicks Va-tro-nol bring relief when your nose fills up at night, spoils sleep. Va-tro-nol acts 10 to 15 times faster than decongestant tablets... comforts hours longer than watery sprays.

In seconds, Va-tro-nol shrinks swollen membranes, clears congestion. You can breathe again... sleep again. Get it at drug counters.

Vicks Va-tro-nol NOSE DROPS

Protect **YOUR HEART!**

VIOBIN Wheat Germ Oil
Helps Heart Action—
Improves • Strength • Vigor
PROVED 9 years—500 persons
University Experiments

REFUSE SUBSTITUTES—
only VioBin Oil PROVED helpful.

Send NOW—VioBin Story FREE Book #15

PROMETOL—8 to 1 vigor factor
concentrate VioBin Oil. Same
benefits—NO fat calories.



Liquid &
Capsules

VIOBIN MONTICELLO, ILLINOIS

LIVING FENCE



Amazing Fast Growing Red Rose
See the sensational Red Robin Living Fence (Gloire Des Rosomanes) that's sweeping the country! Surround your property with beauty and protection for as little as 12¢ a foot. Plant this spring, have a vigorous Living Fence bursting with fragrant red roses this summer. Grows up to 6 feet. Not a multiflora. Keeps out intruders, noise. Available only from Ginden Nursery. Send name, address for free full-color landscape book, prices, guarantees, etc. Ginden Nursery Co. Dept. 3121 San Bruno, Cal.



BRAND NAMES FOUNDATION, INC.
437 FIFTH AVENUE, NEW YORK 16, N.Y.

DOES WAKING UP NIGHTS MAKE YOU FEEL OLD

NEW YORK—Special: Thanks to new, scientific laboratory formulation, thousands of men and women now escape feeling old, tired, irritable and depressed from losing sleep and worrying about "Bladder Weakness"—Getting Up Nights or Bed Wetting, due to common Kidney or Bladder Irritations, which often result in secondary Backache, Headache and Nervousness. In such cases New Improved Cystex usually gives quick, calming relief by combating irritating germs in acid urine; and by relaxing, analgesic pain relief. Safe for young and old. Get Cystex at druggist. Feel better fast.

FASHIONS

EXCLUSIVE:

How Paris Designers



Lace frames the edges of this silk and satin gown by Guy Laroche. The asymmetrical patch pocket and medieval headdress turn a highly demure effect into a surprisingly original one.

All fabrics by Brinet, Dognin, Ducharme, Hunel are with Dupont nylon. Photographed in Paris, France, for Family Weekly by Jacques Rouchon at the Hotel Prince des Galles and St. Severin Church.