

ONCE AGAIN the suit and coat story for spring centers around checks and plaids. Some bold and inventive, some subdued and subtle, they are houndstooth to horse blanket in size.

The Japanese influence is seen in the new kimono sleeves. Giant pockets are everywhere—often offset by collarless coats which have returned. The accessory picture is still monotone with stockings to match the ensemble.

Though muted colors are the main theme, a sharp note of vibrancy is introduced unexpectedly in most collections. Often the note is red, sometimes turned patriotic and combined with a bright clear blue which only sparkling white can complete. All in all, the picture is so varied that your main problem should be which of the lovely outfits to make your own.



CHOOSE CHECKS TO BE CHIC

By ALLYN RICE

1. The lipstick red of Davidow's elegant suit (\$160) is picked up in the coat's vivid check (\$140).

2. Mam'selle picks pale blue for her lightweight wool costume that you'll want to wear forever (\$80).

3. Mr. Mort's glen plaid cotton coat with charmingly oversized pockets is very appealing (\$50).

Photographed by Henri Janson at Alitalia Airlines, Fifth Avenue, New York.
Hats by Mr. John
Seamless stockings by Hones



Stop all 9 kinds of ITCH the way doctors do!

WHERE
do you itch?

- Face
- Ears
- Under Arms
- Arms
- Hands
- Body
- Groin
- Rectum
- Legs
- Toes

WHY
do you itch?

- Allergic Itch
- Nervous Itch
- Eczema Itch
- Rectal Itch
- Detergent Itch
- Shaving Itch
- Chapped Skin
- Winter Clothing
- Pruritus

CALAMATUM BRINGS RELIEF BEST

New formula contains 6 anti-itch ingredients to soothe pain, speed healing, stop itch fast!

Science has developed a remarkable new formula that combines 6 anti-itch ingredients to relieve all 9 kinds of itch in seconds! This new medicated cream, called CALAMATUM® Ointment, actually stops itching and burning on contact—soothes pain and aids healing too. Effective even

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FORMS ITS OWN PINK BANDAGE

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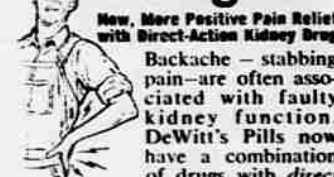
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- No More Daily "Fixing"



Snug® brand Denture Cushions are a triumph of science, a sensational new ever-soft plastic re-lining that gets rid of the annoyance and fear of loose, badly fitting false teeth. Snug eases sore, irritated gums due to loose dentures. Helps prevent food particles from lodging under plates. Applied in minutes, makes wobliest plates stay firmly in place—gives perfect comfort. Eat anything—talk, laugh—plates "stay put." Harmless to gums or dentures.

Snug re-liners can last from 2 to 4 months. Stay soft and pliable—do not harden and ruin plate. Peel right out when replacement is needed. No daily bother with adhesives. Get Snug brand Denture Cushions today! 2 liners for upper or lower plates \$1.50. Money back if not satisfied. At all druggists.

"My Back Was Killing Me"



Now, More Positive Pain Relief with Direct-Action Kidney Drug
Backache—stabbing pain—are often associated with faulty kidney function. DeWitt's Pills now have a combination of drugs with direct diuretic action to help keep kidneys clean of acid wastes that so often cause back pains, mild bladder irritation, getting up nights, loss of energy—even muscular pains. These drugs, in a new formula, give more positive relief than ever before! So effective, you even see they're at work—when "the blue comes through." With kidney function improved, DeWitt's helps you have more pain-free days, more restful nights.

DeWITT'S PILLS

MOMMY!... MOMMY!... MOMMY!

To mothers, that cry means that there's another cut, scratch, scrape, or burn. It also means she should get iodine—but she often doesn't, because iodine burns and stings, upsets youngsters. Here's good news. Science has discovered a new kind of iodine that stops infection best yet doesn't burn or sting. It's polyvinylpyrrolidone-iodine*, found only in ISODINE® ANTISEPTIC. Where other types of antiseptics may kill only 1, 2, or 3 types of germs, ISODINE kills all types—even virus and fungus. And up to 40 times faster. Get painless ISODINE ANTISEPTIC. Money-back guarantee.

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effective in 9 out of 10 clinical cases.

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