

**SURE WAY TO STOP  
ITCHING OF  
SKIN RASH**

Famous formula counteracts  
"itching chemicals" in skin

Skin rashes, eczema, "detergent hands" can cause maddening itching. Doctors know this is caused by "itching chemicals" in the skin that irritate nerve endings.

Certain medications have the power to neutralize these "itching chemicals" for immediate relief.

Zemo—the prescription-like formula—contains such ingredients to soothe irritated nerves that cause itching, *quieting and cooling the skin*. Zemo also eases pain of cuts, scratches, minor burns. Liquid or ointment; regular or extra strength. Save most, get large sizes of Zemo.

**Find the strength  
for your life...**



WORSHIP TOGETHER THIS WEEK

**Spoon Doom**

When a spoon's thrown out with the garbage,  
As happens too many a time,  
Why is it always sterling,  
Not one from the five-and-dime?

—Ethel Jacobson



**QUIPS AND  
QUOTES**

If you don't believe we're living in the space age,  
try locating the five-cent candy bar in its wrapping.  
—Pep Mealiffe

Mother and Father were getting ready for a party, and their young boy and girl watched attentively from the doorway. First, Mom fastened Dad's cuffs, then Dad zipped up the back of Mom's dress. Mom knotted his bow tie, and he helped fasten her pearls.

The young daughter was quiet for a moment, then turned to her brother and asked, "I wonder why they expect us to dress ourselves?"

—Anna Herbert

**Who, Me? Yawning?**

So soon, dear guest? Must you hurry away?

Let me bring your coat and hat.

But it can't be late . . . just 2:00 or so.

For I noticed the time a while ago

As I wound the clock, when I went to lock

The doors and put out the cat.

—Georgie Starbuck Galbraith

**DUAL FILTER  
DOES IT!**

Filters as no single filter can  
...for mild, full flavor!

**Here's how the Dual Filter does it:**

1. It combines a unique inner filter of ACTIVATED CHARCOAL . . . definitely proved to make the smoke of a cigarette mild and smooth . . .

2. with an efficient pure white outer filter. Together they bring you the best of the best tobaccos—the mildness and taste that pay off in pleasure!

THE TAREYTON RING MARKS THE REAL THING!

**NEW  
DUAL  
FILTER**

**Tareyton**

Product of The American Tobacco Company "Tobacco is our middle name" 1957



POPULAR FILTER PRICE