

Stop all 9 kinds of ITCH the way doctors do!

WHERE do you itch?	WHY do you itch?
Face	• Allergic Itch
Ears	• Nervous Itch
Under Arms	• Eczema Itch
Arms	• Rectal Itch
Hands	• Insect Bites
Body	• Heat Rash
Groin	• Poison Ivy
Rectum	• Sunburn Itch
Legs	• Pruritus
Toes	

**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

on spreading itch like poison ivy, because it helps dry open weeping lesions, prevents spreading. Prevents risk of infection from scratching, too, because CALAMATUM turns into its own pink bandage—won't rub off until you wash it off! Get cooling, soothing CALAMATUM Ointment in convenient tube or economical aerosol dispenser.



FORMS ITS OWN PINK BANDAGE

© 1959 Isodine Pharmaceutical Corporation, Dover, Del.

"My Back Was Killing Me"



New, 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

DRIVE SAFELY

FALSE TEETH

KLUTCH holds them tighter
KLUTCH forms a comfort cushion; holds dental plates so much firmer and snuggler that one can eat and talk with greater comfort and security; in many cases almost as well as with natural teeth. Klutch lessens the constant fear of a dropping, rocking, chafing plate. . . . If your dentist doesn't have Klutch, don't waste money on substitutes, but send us 10¢ and we will mail you a generous trial box. **KLUTCH CO., Box 080F, ELMIRA, N.Y.**

PHOTO CREDITS

Page 2: Zachery Freyman.
Pages 6, 7, 8: UPI, British Information Service.
Pages 16, 17: Joe Cavella from Black Star.

Every Week there is Good Reading in **Family Weekly**

Get to the Root of Athlete's Foot

RINGWORM, OTHER FUNGUS INFECTION

with New NP-27 Treatment

—AND THE FUNGUS IS DEAD FOREVER!

Kills fungus under skin surface—even penetrates into toenails. Promotes growth of healthy tissue. Guards against new infection.

Latest laboratory tests prove NP-27 Liquid not only works under skin surface to kill fungus where it breeds and spreads—but even penetrates into toenails. Works in vital under-surface skin layers where ordinary remedies cannot reach.

Using new NP-27 Liquid-Powder Treatment, doctors in two leading clinics found that Athlete's Foot,

Ringworm and other fungus infections, even stubborn cases, clear up usually within two weeks—often in less than 7 days.

As part of Treatment, new NP-27 Medicated Powder dries the foot perspiration that helps fungus grow, eliminates surface fungus, deodorizes and soothes chafed skin, guards against new infection.

New NP-27 Treatment (Liquid and Medicated Powder) guarantees effective relief—or full refund from druggist.



After dark, the eyes will sparkle bewitchingly in these jewel-speckled sunglasses, a Clairmont-Nichols import from Italy (\$75).



Equally eye-appealing is this American version of the "butterfly" frames, also by Clairmont-Nichols (\$35).

SUNGLASSES



LAMOROUS

By ALLYN RICE

• Following on the heels of the fabulous colored-wig fad that raged last winter comes a summer inspiration that's bound to perk up your spirits and your wardrobe. Sunglasses now come in every conceivable shape to fit any mood and match any outfit. Formerly relegated to the beach or to veiling a movie star's identity, the new dark glasses are as attention-getting as a bikini and almost as effective. All you need is a sense of fun to wear them, and you'll find you have admirers galore.

Photographed for Family Weekly by Henri Janson

Your horizons will loom larger when viewed through these wide-framed, full-vision glasses, in lovely pearlized white by Ben-Hur (\$5).

Glamour and history combine to gracefully mirror the eyes in the "pince-nez" frame of yesteryear by Foster-Grant (\$2).

