

FASHIONS



Mom wears a flame-colored cotton sarong, \$13.95. Dad sports Hawaiian trunks in soft orange, \$7.95, and matching jacket, \$8.95. Tot is in adjustable bikini with tie-sides, \$4.50.

In the Swim



Here are two look-alikes in turquoise cotton-nylon and rubber knit; daughter's suit is \$4.98, mother's is \$15.95.

White-cotton gabardine is featured with neat navy braid trim. Mom's two-piece suit and jacket, \$13.95, \$7.95. Dad's jacket, \$7.95, trunks, \$5.95; daughter's navy and white suit, \$4.98.

These mix-and-match family co-ordinates can flit from sun to shade to surf with dazzling ease

By ROSALYN ABREVAYA

■ THIS SUMMER, when your beach-party invitations say, "Bring the family," you can do so in the height of style with these swim togs. In fact, these trim, colorful suits can go just about anywhere.

If sailing is on the agenda, choose a jacketed number to foil the breeze; if you're planning a day of languid sun worshipping or ambitious activity, you'll have all the stretch you want from a knitted number. And if you're the swimming kind, you'll find all these suits practical and lovely, wet or dry.



Swimsuits by Catalina
PHOTOGRAPHED IN MIAMI, FLA.,
BY ARTHUR SCHATZ

Now! The "perfect pair" for baby skin care!



"Moisture-Proof" your baby against diaper irritation with **Z.B.T. Baby Powder** with Olive Oil

Where ordinary powders absorb irritation-causing moisture, Z.B.T. with Olive Oil *repels* it. Forms a lasting, silky-smooth sheath of protection. Also guards against chafing and prickly heat. Used by hundreds of hospital nurseries.



Keep baby's skin "birth day" sweet 2 ways with **New Z.B.T. Baby Lotion** containing Zephiran

Delightfully fragrant new lotion with wonder ingredient Zephiran not only soothes, smooths, softens... but also protects against rash and irritation-causing bacteria every minute it remains on the skin! Leaves no sticky film!

Mothers! Try Z.B.T. Baby Lotion on your own skin and see for yourself how it will smooth and soothe your baby's tender skin.

VIOBIN Wheat Germ Oil

**HELPS HEART ACTION
GIVES MORE STRENGTH
• STAMINA • VIGOR •**

PROVED 10 years—600 persons University Experiments

REFUSE SUBSTITUTES—only VioBin Oil PROVED helpful.

Send NOW for FREE book #15

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



VIOBIN MONTICELLO, ILLINOIS

EAT ANYTHING!



ORAFix

Holds dentures fast...all day!



NEW Thrifty Size Saves You 45¢ over 39¢ size