

Save now on this
"His and Hers" Dental Care
Offer!



LOOK FOR THIS DISPLAY AT DRUG COUNTERS!

You get 2 famous Dr. West's Germ-Fighters... they fight germs for up to 4 months in use... PLUS your choice of one of 3 leading dentifrices. Regular \$1.53 value for only \$1.29!

Copyright 1957 by Weco Products Co.

SEE WHAT HORMONEX
DOES FOR
WRINKLES!

It has been known for years that women's lower production of sex hormones slows down after 30 that hormone deficiency causes wrinkles. But only now—with the discovery of the strange penetrating power of Oriental Sesame Oil—have we learned how to get wrinkle smoothing hormones beneath the surface. Forget all your earlier disappointments from surface treatments.

MAKE THIS
"HALF-FACE"
WRINKLE TEST

30 DAY TRIAL
RESULTS OR MONEY BACK!

Not a cream—not a lotion—the New Hormonex Serum is so effective that only seven drops a day are needed. To see unbelievable results apply to one side of the face for only 30 days—then let your own mirror give the answer. If Hormonex doesn't erase years from your appearance, return the unused portion for immediate cash refund.

SEND NO MONEY. Simply send name and address. Say "I want to test Hormonex." When your mailman delivers Hormonex, deposit only \$3.50 plus tax of 35¢ and C.O.D. fee for 100-day supply—less than 4¢ a day. Or, remit \$3.85 and we ship postpaid. Either way we refund \$3.85 if you return Hormonex after 30-day Test. Order now. Surprise your friends with your "new look" of youthfulness.

MITCHUM CO., DEPT. 39-LS, PARIS, TENNESSEE

It's wonderful
the way
Chewing-Gum
Laxative
acts chiefly to

REMOVE WASTE—
NOT GOOD FOOD

Here's a secret millions have discovered about FEEN-A-MINT, the wonderfully different chewing-gum laxative.

FEEN-A-MINT is different because you chew it. It's different, too, because it removes mostly waste—not good food! FEEN-A-MINT does not work in the stomach, where food is being digested. That's why it does not take away a lot of the good food you need for energy. Doctors know that FEEN-A-MINT works chiefly in the lower bowel... removes mostly waste, not good food! And it's non-irritating, too.

So to feel like a million, chew delicious FEEN-A-MINT. 16 tablets, 35¢—also small and economy sizes.

Feen-a-mint
THE CHEWING-GUM LAXATIVE

Photo Credits: Page 4: Eric Sanford, Sun Valley News Bureau. Pages 16, 17: American Airlines, Metro News. Page 27: Luggage and Leather Goods Manufacturers of America.

"MY BACK IS KILLING ME"

—why put up with sluggish kidneys... when relief is often so swift and easy to obtain?

If you suffer backache, dizziness, lack of energy, restlessness, getting up nights... the answer may be swifter, more effective than you'd dare to think.

These conditions may be caused by functionally sluggish kidneys, mild bladder irritation.

For 50 years, people have found swift, effective relief by using De WITT'S PILLS. This famous diuretic stimulant for the kidneys 1) flushes congestive waste material out

of kidneys; 2) increases circulation of blood through the area; 3) reduces irritation of kidneys and bladder; 4) fights infection and resists reinfection of the urinary tract.

No need to wonder when De WITT'S PILLS are at work—you can see. When "the blue comes through" you know De WITT'S PILLS are already in action.

Get De WITT'S PILLS today. No prescription needed.

De WITT'S PILLS... "the blue comes through"

FASHIONS



Set for Sun or Snow

HALF THE FUN of traveling to sunnier climes is the selection of your basic wardrobe. The good travel suit and a lightweight coat (waterproofed, if possible) are essential for getting there and for sight-seeing. Swimsuits, shorts, skirts, sweaters, and interchangeable tops—just-for-fun clothes—will add to carefree days under the sun.

Jewelry: Loru. All prices are approximate



Sun and swim in the flattering comfort of Catalina's satin lastex swimsuit with self-adjusting shoulder straps. Tapered, pleated front and low back panels give slim line (\$20).

For the indispensable travel ensemble: Milner's double-breasted, Milium-lined cotton coat (\$25) with Duchess Royal's Dacron-worsted hip jacket and box-pleated skirt (\$55).



After skiing, relax in Phil Rose's slim, hip-yoked "lodge pants" and braided "skol" jacket (\$15 each) of washable Nylon knit; worn with cotton jersey turtleneck pullover (\$3).



Snow

by Allyn Rice

COLOR AND WARMTH, always requirements of skiing fashion, extend to evening "dress-up" attire. Easy to wear and care for are the bulky-looking sweaters and lightweight Anorak jackets. The pants, for skiing on the slopes or lounging before the lodge fire, are beautifully tailored to make sport and relaxation the greater pleasure.

Photographed for Family Weekly by Henri Janson

I took my friend's advice...



And I'm so glad I did. It was about time I grew up to the idea of using Tampax. It's really easy to insert, change and dispose of. Can't chafe or show or cause odor. Adds to my comfort in so many different ways. And I can carry spares right in my purse! I'm really proud I made up my mind!

Tampax® internal sanitary protection, in Regular, Super, Junior absorbencies; wherever drug products are sold. Tampax Incorporated, Palmer, Mass.



now—a great new kind of relief to help

BREAK THE COUGH-COLD CYCLE!

Unlike syrups that merely "coat" the throat, new CEES quickly releases potent medication right into your blood stream, rushes relief to nose, throat and chest—where the cough-cold cycle begins.

1. IN THE NOSE

CEES, with GW-3, helps reduce allergic congestion with its resulting postnasal drip which causes coughs and spreads bacteria.

2. IN THE THROAT

CEES not only soothes irritated membranes... it also relaxes nerves and muscles that cause cough spasms.

3. IN THE CHEST

CEES helps clear congested bronchial passages, where viruses and bacteria can breed and be spread by coughing.

New CEES* has a delicious fruit flavor children love!



Want peace from your cough?

Get CEES for your cough!

A Norwich Product