

Kill cooking odors fast with Colgate's new Florient

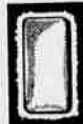
Makes air smell
flower-fresh

One Spray of Colgate's new Florient instant-action Air Deodorant quickly kills unpleasant household odors—cooking, smoking, bathroom, pets, musty closets, baby's room, and sick room. Get it at your grocery or drug store. Be sure to keep an extra Florient handy in the bathroom.



NOW IN 4
FRAGRANCES:
FLORAL, SPICE,
MINT, PINE

No Wick • No Wait • No Waste



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

MEDICAL TABLET DISCOVERY NEW EFFECTIVE TREATMENT FOR CRUSTS, SCALES, PATCHES OF PSORIASIS TROPISAN

No Moist Oils—Simple, Easy, SAFE TABLET! May soothe in small, greasy oils and salves. TROPISAN, newly discovered medical tablet, gives welcome relief from itchy scales, patches and other external symptoms of Psoriasis. TROPISAN goes to work through the blood stream. Absolutely safe, fast, easy to take. No mess, no fuss, no unsightly bandages to mar work or play. TROPISAN—the proven "effective treatment." Every reported case stated that TROPISAN relieved symptoms to some degree with continuous use. Send \$1.00 today for Trial Offer. Address: TROPISAN DRUG CO., Dept. 742 114 E. 32 St., New York 16, N. Y.

PIMPLY Itching Skin

Relieve Itchy Irritation Fast
With Soothing Lanolated

RESINOL OINTMENT and SOAP

Sample Free. Resinol 13, Balto. 1, Md.

Dressed for a Party



by Allyn Rice

THE GREAT annual social whirl starts at Thanksgiving and reaches its peak at the New Year. Most important, especially for young adults, is the proper dress for these occasions. Displaying sound judgment and good fashion sense, our juniors like simple dress-ups that are correct in any situation. Formal bouffant gowns, however, still grace the scene. Much in evidence in junior sizes (7 to 15) are the chemise dress softened with drapes, tucks, and embroidery, and the ever-popular full skirt worn over petticoats. Youthful good looks, glowing with pre-party excitement, are complemented by right-for-Spring colors and fabrics.



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

1. Nose—CEES, with G.W.-3, helps reduce allergic congestion and postnasal drip which causes coughs, spreads bacteria.
2. Throat—CEES soothes irritated membranes...relaxes muscles that cause cough spasms.
3. Chest—CEES helps clear bronchial passages, where virus infection can be spread by coughing.

New CEES* has a delicious fruit flavor children love!



Want
peace from
your cough?
Get
CEES* H.
for your cough!

A Norwich Product

BACKACHE getting you down?

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

Nagging backache can result in loss of sleep and energy. Often this misery is caused by sluggish kidneys and a mildly irritated bladder. These conditions can also cause restlessness, dizziness and trips to the bathroom during the night. 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 the 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.

You don't have 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 all ready in action. Get De WITT'S PILLS today. No prescription needed.

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