



1. Leda Campelli goes calling in romantic Venice via her water skis.
2. Checking a watertight compartment, Leda makes sure she'll stay afloat.
3. Leda and her father, Giovanni, who invented the skis, take a trip.
4. Skis are long, deep, with special pole (right) used for power.



HOW TO SEE VENICE

ONE OF THE difficulties about getting around Venice is that all the streets are full of water—in fact, they're canals. This is beautiful, but it makes for difficult transportation if you haven't a boat or gondola. A barber, Giovanni Campelli, decided he'd do something about it, so he sat down and made some water skis. His daughter, Leda, tried out a pair and says they're wonderful. But the gondoliers don't seem worried, since most people like to drift along in comfort!

the first guided cough medicine

THOREXIN

WITH D-METHORPHAN



Thorexin—the first *guided* cough medicine—relieves coughing as easily as aspirin stops headaches—fast, sure, safe! Thorexin soothes your throat . . . then speeds safe relief through your blood stream—directly to the *cough control center* (the spot where coughing is controlled). That's because Thorexin contains medicine's first non-narcotic cough suppressor, *d-methorphan*.

Thorexin is so effective it brings prompt relief to all 5 major types of cough:
(1) Common Cold (2) Bronchial (3) Flu (4) Irritation (5) Excessive Smoking.

Yet Thorexin is so safe and mild you can trust it to relieve your youngster's sleep-disturbing cough. And children love its cherry-like flavor.

*speeds relief directly to the cough control center**



SO SAFE no prescription needed

\$1.25
at your nearby drug store

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Ordinary cough syrups don't even touch the cough control center, which (as doctors know) really governs coughing.



Narcotic cough medicines depress the cough control center, but narcotics may leave undesirable side effects.



Thorexin speeds relief through the blood stream directly to the cough center to relieve your cough without narcotics!

RELIEVES COUGHING...LIKE ASPIRIN STOPS HEADACHES