

**REVOLUTIONARY
NEW TREATMENT
PENETRATES DEEP INSIDE
THOSE ACHING MUSCLES**



This revolutionary new pain treatment penetrates through the skin, deep into aching muscle tissues. Fragrant, soothing, *unbelievably* effective INTRACEL relieves backache and shoulder stiffness caused by driving, drafts or just plain "nerves." Use INTRACEL, too, to relieve aches and pains of stiff neck muscles, muscular lumbago, simple neuritis and neuralgia, sore arm and Charley Horse. INTRACEL gives temporary relief from minor pains of arthritis and rheumatism.

If not completely satisfied, your druggist will refund your full purchase price.

NEW
Intracel
PENETRATING ANALGESIC
Now in Two Forms
LIQUID and JEL
2 oz. \$1.49

VCA LABORATORIES, LOS ANGELES AND NEW YORK

Kellogg's
ALL-BRAN
Overcomes Constipation
(due to lack of bulk)

Woman Nearly Itches To Death

"I nearly itched to death until I discovered Lanacane. Now I am happy," writes Mrs. D. Howard of Los Angeles.

Here's blessed relief from the itching tortures and misery of rash, eczema and skin irritations with an amazing new scientific formula called LANACANE Skin Ointment. This stainless medicated cream kills harmful bacteria germs while it softens and dissolves infected skin tissue. Stops scratching and so speeds healing. Don't suffer another minute. Get LANACANE today at all druggists.



Having trouble capturing your children's vivaciousness in photographs? A study of these professional shots by Suzanne Szasz may help. Ask yourself what they have in common—the answer is that they show "kids being kids."

How to Photograph Children



AMONG THE 40 million amateur photographers in the country is a large and frustrated group known as parents. They drag their happy children out of the mud, scrub them till their faces turn pink, unsnarl their hair, stuff them into freshly starched clothing, plunk them in front of a camera, and demand, "Now, smile!" But all they get is scowls.

Welcome relief from such frustration is offered by Miss Suzanne Szasz, a free-lance photographer. In her new book, "Photographing Children,"* Miss Szasz poses a simple question about posing children: "Why pose them at all? If your daughter has a pet turtle, why take her picture with a doll?"

In these pictures from her book, Miss Szasz shows how any amateur, with a minimum of equipment and a maximum of patience, can capture the naturally sweet, mischievous, beguiling, enchanting, and exasperating moods of childhood—just by following the child into his own world, instead of creating an artificial one.

* Greenberg Publisher, New York, N. Y., \$1.95.

