

I should do my washing today, too.  
But my stomach's so upset . . .

My goodness, Nancy, take  
Pepto-Bismol! Hospital tests  
prove it relieves upsets.  
And it's wonderful for  
indigestion or nausea, too.



Pepto-Bismol works where soda, saltzors and "tummy-aids" fail! For upset stomach, indigestion, nausea, or diarrhea—Pepto-Bismol's special medicinal formula soothes with a gentle coating action. It works in both the stomach and the lower digestive tract—where soda and alkalis never help. For children or adults, this wonderful pink liquid helps control simple diarrhea without constipating. Take hospital tested Pepto-Bismol . . . and feel good again!



## No Napping Backache Means a Good Night's Sleep

Nagging backache, headache, or muscular aches and pains may come on with over-exertion, emotional upsets or day to day stress and strain. And folks who eat and drink unwisely sometimes suffer mild bladder irritation . . . with that restless, uncomfortable feeling.

If you are miserable and worn out because of these discomforts, Doan's Pills often help by their pain relieving action, by their soothing effect to ease bladder irritation, and by their mild diuretic action through the kidneys—tending to increase the output of the 15 miles of kidney tubes.

So if nagging backache makes you feel dragged-out, miserable, with restless, sleepless nights, don't wait, try Doan's Pills, get the same happy relief millions have enjoyed for over 60 years. Ask for new, large, economy size and save money. Get Doan's Pills today!

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Millions in use in England, but before spending big money in advertising in U.S.A. we're making this market survey as a cross check on our tremendous enthusiasm.

We've set aside a limited quantity of special Market Survey Demonstrator Kits . . . Here is what you get:—1 Imported English cigarette machine, with full directions, plus enough cigarette papers, 500 White Filters and delightfully mild Pure Natural tobacco for you to run off and Test Smoke 50 cigarettes at our Risk.

On the understanding that you'll give us your honest opinion of this new machine on a simple questionnaire after testing it thoroughly, we'll let these kits go as a non-profit transaction for the Special Market Survey Price of only \$1.00. But if you're not completely satisfied return the machine only, for your \$1.00 back and the cigarettes you smoked are "on the house." You can't lose, we take all the Risk.

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Enclosed find \$1.00. Send me post-paid the complete cigarette machine, Market Survey Demonstrator kit described above on your Money Back Guarantee. PLEASE FILL IN NAME AND ADDRESS below.

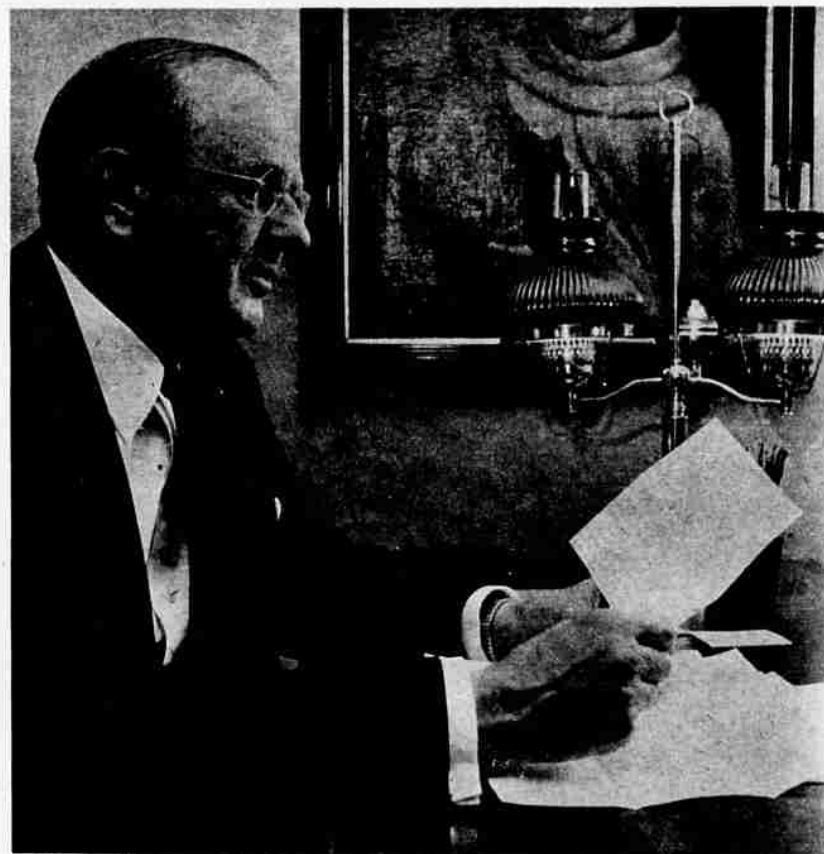


# How to Make a

by Norman Vincent Peale

THE SPEAKER who preceded me at a recent state fair was a scholarly professor of agriculture. He used the biggest words I've heard in years. For five minutes I couldn't figure out what he was talking about. Then I discovered he was discussing hogs—plain old American hogs.

But his speech didn't go over with the crowd of 10,000 farmers out



Veteran of many speeches, Norman Vincent Peale still appreciates a beginner's dilemma.

Here's practical  
advice from an  
expert to help you  
overcome the jitters  
and spellbind an audience.

# Speech

front. They squirmed and fidgeted, and when the professor finally sat down, a sigh of relief swept the auditorium. With a subject like hogs, he should have been able to spellbind that audience. He failed because he knew nothing about making a speech.

To be a successful speaker you don't have to have a commanding presence, a silvery voice, or a natural gift of gab. All you need are a few simple tricks of the trade that anybody can learn.

I learned them the hard way—listening to thousands of speeches and making a few thousand myself. In addition to preaching twice a week, making radio and TV broadcasts, and giving short talks, I deliver some 70 full-length speeches a year to various groups.

Since almost everyone is called on to give a talk at some time or other, I hope that my observations may be of value.

First of all, what about stage fright? It's by far the biggest bugaboo of the inexperienced speaker and afflicts hardened veterans too. But this kind of fear, like any other, can be overcome. Personally, I have used several devices to cope with it, including anger, rationalization, self-back-thumping, and prayer.

I first discovered the value of anger as a student at Ohio Wesleyan University. I was so painfully self-conscious that I failed miserably during a classroom discussion. The professor kept me after class.

"You give me a pain in the neck, Norman," he said. "Self-consciousness is always a symptom of self-love. So you must be the most conceited student I have ever had. Why don't you stop thinking about yourself?"

That made me indignant, but after I cooled off I decided there might be something in what he said. Perhaps I did think too much about myself and the impression I made. But I was sure I wasn't as conceited as the professor said. To show him up I started speaking more boldly in class. The more I spoke the easier it became for me.

LATER, when I had to speak before larger groups, I bolstered my self-confidence by studying the people I addressed. The average audience was not a collective monster, I found, but was made up of friendly individuals such as I had known all my life.

Remembering bits of praise received on past occasions

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