

Kill smoking odors fast with Colgate's new Florient

Makes air smell
flower-fresh

- Just one quick spray kills bad odors fast.
- Kills odors from cooking, smoking, bathroom, pets, musty closets, baby's room, sick room.
- Wick deodorants are too slow—some aerosols too weak, but Florient really kills bad odors, lasts and lasts.
- Keep an extra Florient in your bathroom.



4 POPULAR FRAGRANCES:
FLORAL, SPICE,
MINT, PINE

More women buy FLORIENT
than any other air deodorant

B R A N D
N A M E S

You're satisfied most
with a brand that's
made a name for itself.

BRAND NAMES FOUNDATION, INC.
437 FIFTH AVENUE, NEW YORK 16, N. Y.



WHAT YOUR DOCTOR KNOWS ABOUT SPLITTING NAILS AND KNOX Gelatine

Published medical research shows that 7 out of 10 women made their fingernails lovely and pliant... simply by drinking one full envelope of Knox Gelatine daily (about 5c) in fruit or vegetable juice, bouillon or water. At your grocer's. Never sold in capsules.

NOTE TO PHYSICIANS: For reprints of the only clinical reports published in medical journals, write Knox Gelatine, Johnstown, N. Y.

Live a "regular" life —without laxatives

What wouldn't you give to throw away every laxative in your medicine chest? To live a "regular" life again—normally, naturally? Here's how you can do it!

Medical science now has found a miracle substance—available as REGUTOL—that corrects constipation...not with laxatives but with natural colonic moisture!

Doctors say most constipation is due to waste losing moisture in the colon—becoming hard and dry. To give relief, laxatives and "bulks" have to force action in some unnatural, often uncomfortable way.

REGUTOL tablets work differently! Entirely non-laxative, they simply make the moisture in your colon soften hard, dry waste more effectively. Normal elimination follows naturally!

Thus REGUTOL corrects constipation and restores regularity as no laxative can—usually in just 3 days! Try it; see how much better you feel. 30 tablets, only \$1.00.

Regutol

NOT A LAXATIVE
NOT HABIT-FORMING

Guaranteed by
Good Housekeeping



Miracle Cushion Holds False Teeth Tight

Eases
Sore Gums



Snug® brand Denture Cushions are a triumph of science, a sensational new plastic re-lining that gets rid of the annoyance and irritation of loose, badly fitting false teeth. Snug eases sore, irritated gums due to loose fitting dentures. Applied in a few minutes, makes the wobblest plates stay firmly in place—gives perfect comfort. Eat anything—talk, laugh—plates "stay put." Harmless to gums or dentures.

Snug re-liners can last from 2 to 6 months. Stays soft and pliable—does not harden and ruin plate. Feels right out when replacement is needed. No daily bother with adhesives. Get Snug brand Denture Cushions today! 2 liners for upper or lower plates \$1.50. Money back if not satisfied. At all drug stores.

Bring
Your Home



Accessible to dining and kitchen areas, the cabinets for tableware in peninsula counter are step-savers.

Custom Kitchens for the Commonfolk

by Ruth W. Lee, home-furnishings consultant



IT IS PERHAPS a paradox that in this day of mass production there is a new and growing custom specialty—kitchen planning—whose object is to create attractive, efficient kitchens adapted to individual family needs.

Architects and builders are consulting these specialists more and more, as do individuals seeking to remodel an existing kitchen. Given the limitations of available space (and budget), they design the most suitable kitchen—often creating the homemaker's dream kitchen out of a seemingly "impossible" space.

One builder in a Chicago suburb provides his homes with such custom-designed kitchens. The cabinets and appliances are not made-to-order, but are nationally distributed products. It is the care with which they are placed, their relationship to one another, which distinguish this as a custom kitchen. This U-shaped plan is more efficient than most because it provides ample accessible cabinet space, adequate work surfaces and, most important, the efficient placement of its many "specialized" drawers.

Happy the homemaker who has such an ideal arrangement in a cheerful "workroom."

Photos: Nowell Ward
Builder: Normandy Construction Co.
Kitchen planner: Barker-Lubin Co.



Near the main work area—a double-sink with garbage disposal unit—are rods for towels, ample space for cleansing powders, a bread-board, and divided drawers for convenient and safe storage of cutlery.



Counter range and wall oven are provided with storage trays for pots and pans. Splash wall and counter match overhead concealing ventilating fan.