

Betrayed by a

FICKLE DEODORANT?



SWITCH TO VETO...

Veto protection lasts all day!

Veto is the cream deodorant with the exclusive two-way formula for double protection—checks odor and perspiration all day long. Use Veto every day—Veto Cream, Stick or Spray!



GET BACK ON SCHEDULE

Millions of people have found a safe, gentle way to regularity, and you can, too! It's the Kellogg's All-Bran way, and there's a good reason why this way works.

You see, one of the common causes of irregularity is lack of bulk in the diet. Laxative drugs which contain no bulk can do nothing to correct the cause of this trouble.

Kellogg's All-Bran, on the other hand, is a whole bran cereal. And bran is nature's best bulk-forming food. So just a half-cup of Kellogg's All-Bran with milk provides all of the bulk needed for consistent regularity.

If you'd like to try this common-sense way to get back on schedule, without the use of harsh laxative drugs, try Kellogg's All-Bran. You know, it is now America's favorite whole bran cereal by 3 to 1.



NEW BRIAR PIPE DISCOVERY TEST THIS SURVEY DEMONSTRATOR

We believe this new "Miracle Cane" discovery will make pipe smokers out of millions of men who could never enjoy a pipe before! A nut-sweet cane is specially carbonized into the bowl of genuine imported briar... it takes the misery and tongue bite out... This "Miracle Cane" pipe breaks in like a dream.

We're making this consumer reaction survey to double check our own tremendous enthusiasm before spending big money to advertise and market our new \$2.00 "Miracle Cane" pipe.

We've set aside a limited quantity of these beautiful sweet smoking imported briar beauties as Survey Demonstrators; they're slight seconds with minor surface irregularities, but they're guaranteed to smoke exactly like the regular \$2.00 pipes.

We've written off the cost of these pipes to the survey, so please send just 23¢ to cover cost of postage and handling. All we ask in return is that you test smoke this new "Miracle Cane" pipe and give us your honest opinion of it on a simple questionnaire.

Sorry, only 1 pipe to a customer—good in U.S.A. only. Pipe shown 1/2 Actual Size

WALLY FRANK LTD. Dept. 77
132 Church St., New York 7, N. Y.

Enclosed find 23¢. Send me the Demonstrator pipe described above. I'll test smoke it and return the questionnaire. PLEASE PRINT NAME & ADDRESS BELOW



I WAS JUST THINKING...

HERE IS the essence of magnolia and cigarette stubs. Here is twilight and bougainvillea and the peeling statue of Napoleon brooding over a patio garden.

Here is charm and hunger and desire and broken cobblestones and art for art's sake and art for money's sake.

In the French Quarter of New Orleans is all this and a little of heaven, too. The foot-weary tourist sips the thick coffee and munches the sweet, hot, pillow-shaped doughnuts and stares avidly at a pale-faced dancer passing.

He peers at the Old Absinthe Bar where the calling cards of thousands have covered the walls and turned beyond black to amber. He finds his Shangri-La at Arnaud's or Antoine's and eats pompano or trout in wine.

This, says the tourist, is Living. This is Romance.

But the waiter is from Ohio and the painter from Albert Lea and they speak with scorn of the "tourist traps." Their world is within this one, a secret place.

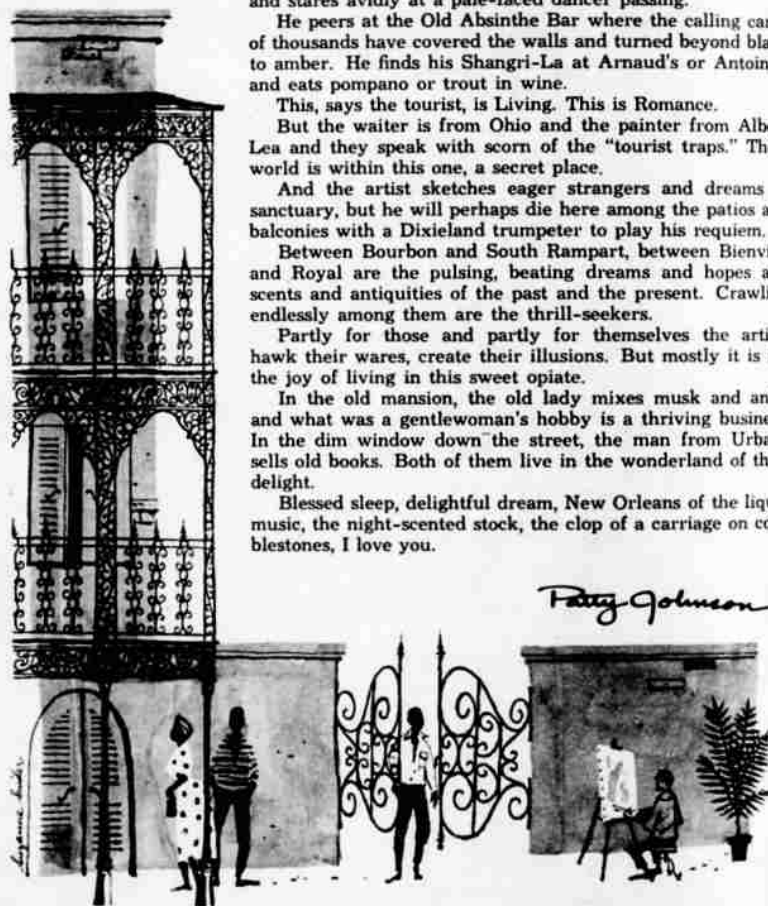
And the artist sketches eager strangers and dreams of sanctuary, but he will perhaps die here among the patios and balconies with a Dixieland trumpeter to play his requiem.

Between Bourbon and South Rampart, between Bienville and Royal are the pulsing, beating dreams and hopes and scents and antiquities of the past and the present. Crawling endlessly among them are the thrill-seekers.

Partly for those and partly for themselves the artists hawk their wares, create their illusions. But mostly it is for the joy of living in this sweet opiate.

In the old mansion, the old lady mixes musk and anise and what was a gentlewoman's hobby is a thriving business. In the dim window down the street, the man from Urbana sells old books. Both of them live in the wonderland of their delight.

Blessed sleep, delightful dream, New Orleans of the liquid music, the night-scented stock, the clomp of a carriage on cobblestones, I love you.



COVER

What could inspire more curiosity in a kitten than a tableful of gaily colored easter eggs? Nothing, his two playmates insist as they join the fun. Painting by Arthur Sarnoff

**Family
Weekly**

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