



Colgate's new Florient kills bad odors fast

makes air smell flower-fresh



Wick deodorants are too slow... some aerosols too weak... freshen just for the moment; but Florient really kills bad odors fast! So economical, too—it lasts and lasts. No wonder more women buy Florient than any other air deodorant.

4 fragrances:
Floral, Spice, Mint, Pine

Amazing New Skin Cream Quickly Fades Brown Age Spots FACE! HANDS! BODY!



\$1.00 PLUS TAX HOME TRIAL

At last! We've discovered a delightful new creamy white skin cream that quickly fades away those horrid looking brown weathered age spots and freckles on face, hands, shoulders and body... while at the same time it clears and makes skin younger looking and smoother. It's FAYD, the new delightful creamy white skin formula fortified with F.A. 17 and it's making skin clearing history! Simple to use. Just smooth on... in a few days... often overnight... results are amazing. Let this home trial convince you... send only \$1 plus tax (\$1.10) cash or stamps for convincing demonstration of reg. 30-day trial. If C.O.D. charges added. No matter what you've tried before, if horrid age spots still pester you, make this convincing test. Full satisfaction or money back.

COSMETIC MFG. CO.

Dept. B36-G Box 264 Alhambra 1, Ca.

Hemorrhoid Pain Relieved in Minutes With New Decongestive Drug Formula

Science discovers a new decongestive drug formula which retracts hemorrhoids in minutes—relieves pain almost instantly.

Immediately on contact it acts to: 1) retract tortured hemorrhoid tissue, ease strain; 2) relieve pain; 3) ward off infection; 4) promote healing.

YOU CAN... WITH MANZAN

AIR LIFT AIR SPRINGS



HANDLE ANY OVERLOAD

✓ The only air-adjustable overload spring—fits any car or light truck.

✓ A safe, level ride for vacationers, sportsmen, businessmen, trailerites.

✓ Quickly installed—no parts removed from car.

FREE Literature: Dept. 497

OVER 1,000,000 SETS IN USE

AIR LIFT COMPANY
Lansing, Michigan

In Canada: 18 Hook Avenue, Toronto 9, Ont.

SURE WAY TO STOP "SUMMER ITCHES!"

Famous formula counteracts "itching chemicals" in skin!

Insect bites, poison ivy, sunburn—all can lead to maddening torment of itching. Doctors know this is caused by "itching chemicals" in the skin irritating the nerve endings.

Certain medications have the power to neutralize these "itching chemicals" and bring quick relief.

Zemo—the prescription-like formula—contains such ingredients to soothe irritated nerves that cause itching, quieting and cooling the skin. Zemo also eases pain of cuts, scratches, minor burns. Liquid or ointment; regular or extra strength. Save most, get large sizes of Zemo. Get relief fast.



STEARN'S ELECTRIC BRAND PASTE
KILLS MICE, ROACHES, TOBI ONLY 45¢

Takes 'Burn' Out Of Feet Instantly

Your feet feel cool as a mountain spring with the very first touch of frosty-white Ice-Mint. What's more, this greaseless, medicated cream with the soothing lanolin base continues to work all-day long to keep feet cool, happy, tireless! Wonderful, too for softening, stinging, corns and callouses. For a new experience in foot-comfort, get Ice-Mint today. At druggists.

BUY U.S. SAVINGS BONDS



do you let your child make enough MISTAKES?

by Sidonie Matsner Gruenberg with Llewellyn Miller

He will never learn to make the right decision unless he has the chance to make wrong ones; and when he errs, you must stand by to ease the blow with love and understanding

DONNY, 8, came rushing in for the tool box, fired by his plan to make a scooter out of his roller skates.

"Darling, think twice," counseled his mother. "If you take your skates apart, you won't be able to play hockey with your friends."

"Oh, mother! Can't I ever decide anything around here?" protested Donny.

His mother did not press her point. Donny was going to hurt no one but himself, so she let him make his mistake. As she expected, he was a forlorn little boy next day, bored with his scooter and unable to get his skates together again.

She came to his rescue by taking his skates to be straightened.

"Who is paying for his mistakes—you or Donny?" criticized one of her friends.

I liked her answer. "But that's my job—to let him try, and then help him out if he needs it. How will he learn to make the right decision if he never has a chance to make the wrong one?"

Like Donny, all of us learn to be responsible for our own acts through trial and error. One of the hardest lessons for parents to learn is that we cannot save our children from all sorrows. Children naturally make many mistakes. They grow to understand independence only by taking some of the consequences of their own decisions.

Our first impulse is to intervene whenever we see them rushing headlong toward any unhappiness. We need to watch ourselves

carefully in this respect, for the child too closely guarded against small troubles of his own making will feel thwarted in his natural growth. And the child who is spared all responsibility for his mistakes is being held back, too.

"Never mind, we'll get you another," can stop the tears of the child who has broken a toy through neglect or disobedience. But such a reaction to his wails of regret may also delay his growth toward responsibility and lay the foundation of far more serious hurts in his future. A child need not pay the full price for every mistake, but the lesson is wasted if he is relieved of all consequences.

When Charlie, 15, was given some fine fishing tackle, it was on condition that he always clean and oil it the same day it was used. For a while he did so faithfully. Then one day there was a TV show he wanted to watch. After that, his gang was going to the movies. He finally forgot about his fishing gear, and when he took it out some weeks later it was badly corroded. His father's first impulse was to replace it but, instead, he spent a morning helping the boy repair the damage as much as possible. Charlie used a squeaky reel the rest of the season.

WHAT WE as parents must do is gauge the right time to stand back and let the child make his fair share of mistakes, short of anything that entails danger. But we must also stand by to ease the blow, once the lesson is learned, never forgetting that