

NEW Spiral Brush

outmodes clumsy rod applicators



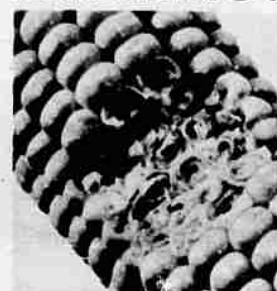
New, really waterproof "MAGIC" MASCARA by Maybelline

No more stuck-together lashes! No more stiff, coated look or feel. New *Spiral Brush* separates lash-by-lash as it colors and curls. Automatically applies just enough color around each lash individually. Far better than a rod! And smudge-proof "MAGIC" formula is really waterproof, yet completely gentle. No sting, no odor.

only \$1
Lasts for months
REFILLS 69¢

Maybelline—always the purest and best in eye beauty

EAT ANYTHING!



ORA-FIX

holds dentures fast—all day!



Use Ora Denture Cleanser, too

BETTER... by McKesson

Fleet Away Eye Fatigue

Relax and refresh sore, tired, overworked eyes in seconds with LAVOPTIK Eye Lotion. Washes away dust, grit, airborne chemicals; soothes itching, burning. Safe for men, women, children. LAV-OP-TIK Eye Lotion. Handy free eye-cup included. Depend on 46 years of successful use. At all druggists.

FASHIONS



Classes begin with a short velvet jacket paired with a plaid wool skirt and a cotton shirt. The entire ensemble by Wipette (\$36).

VELVETEEN

UPPERCLASSMEN—female of the species—are first to say that simple shirts underscored by skirts in bright plaids and tweeds are campus-wardrobe musts. They insist on a clean-cut classic look that's softly feminine. Velveteen, that lush, plush fabric, steps in this year as a high-fashion supplement. It delightfully feminizes the



Studying into the small hours is a snap in Robert Sloan's silk shirt, crushed belt and beautifully tapered velvet slacks (\$34).

goes to college by Allyn Rice

"little boy" jackets which complete school-day ensembles, and it adds luxurious elegance to tapered slacks that score high in the comfort test for home study. Since all work and no dates makes Jill a dull girl, there are lovely date dresses, also of velveteen, to round out a campus-oriented wardrobe for the college-bound gal.

Photographed for Family Weekly by Henri Janson

Fabrics: Amity, Cantoni
Handbags: Park Lane
Stockings: Hanes
Undergarments: Gossard (College)
All prices are approximate



The coed catching the most glances from the stag line will wear Mindy Ross' soft, chic velvet dress (\$18).



DIG THESE CRAZY STATISTICS

- Every 5 minutes someone is killed in an accident.
 - Every 3 seconds someone is hurt in an accident.
- Let's return to a safer, saner way of driving and living!

BE CAREFUL—the life you save may be your own!



Keep America Green



PREVENT FOREST FIRES



Listerine stops bad breath 4 times better than tooth paste!

Tooth paste is for your teeth—Listerine is for your breath. Germs in the mouth cause most bad breath, and you need an antiseptic to kill germs.

Always reach for Listerine after you brush your teeth. No tooth paste is antiseptic, so no tooth paste kills germs the way Listerine Antiseptic does... on contact, by millions.

Listerine stops bad breath four times better than toothpaste—nothing stops bad breath as effectively as the Listerine way.

Reach for Listerine

... your No. 1 protection against bad breath

Hay Fever Patients now open Nose-Sinus Zone with New 3-Layer Tablet

Clear, free breathing restored in minutes as congested nasal zone is decongested—stops sneezing, watery, itching eyes

Chicago, Ill. (Special) Observers here are hailing a remarkable new advance against the most unrelenting misery of hay fever—congestion in the nose-sinus zone.

A way has been found to decongest this congestion. This is the central fact which has aroused so much interest on the part of hay fever sufferers who have never found satisfactory relief from other medications.

Up to now, nose drops, eye drops, inhalers, sprays and antihistamines have given some measure of relief. But today you can expect much more complete comfort. This new compound reaches all the congested nasal areas from all sides, through the blood stream. It opens stuffed-up, blocked nasal passages. Free breathing is restored in minutes. Stops unpleasant sneezing; watery, itching eyes are cleared.

New Tablet Discovery

It took a new kind of tablet—made in three separate layers—

to combine the special ingredients which make this formula so amazingly effective. Among them is a new decongestant substance so effective it has become the single ingredient most prescribed by doctors for relief of congestion in the nose-sinus area.

Available without Prescription

Now available without prescription—this new 3-layer tablet is called Dristan®. Its unique combination of ingredients—(1) opens up blocked breathing, (2) stops unpleasant sneezing, (3) clears red, watery, itching eyes. At the same time, Dristan helps the body meet the great demands put upon it by the stress and strain of hay fever, and bolsters the body's resistance to infection.

Hay fever sufferers who want faster, more complete relief than they have ever before obtained are advised to try Dristan Decongestant Tablets—satisfaction guaranteed, or money refunded.



I was just thinking...

"WHEN THEY told me they were going to get married," said the father of the bride, "I offered them \$5,000 or a big wedding."

"She's the only child we got, you know. And I would get the \$5,000 somehow. For her."

"I think maybe he would have taken the money, instead. Men don't have the same feelings as women about these things. But she wants the wedding. It's all right. I want her to have what she wants."