



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. 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

Luxurious Walking Ease!

Like Walking on PILLOWS!
Dr. Scholl's Air-Pillo INSOLES

Air-Cushion your shoes for only 60c

1. Relieve painful Calluses.
2. Give mild cushioning support... ease pressure on nerves of feet.
3. Help lessen strain from long standing or walking.

Perforated Ventilated
This modern miracle of walking ease for men and women cushions your feet from toe to heel. At Drug, Dept., 5-10c Stores.

Dr. Scholl's AIR-PILLO Insoles

Why "Good-Time Charlie" Suffers Uneasy Bladder

Unwise eating or drinking may be a source of mild, but annoying bladder irritations—making you feel restless, tense, and uncomfortable. And if restless nights, with nagging backache, headache or muscular aches and pains due to over-exertion, strain or emotional upset, are adding to your misery—don't wait—try Doan's Pills. Doan's Pills act 3 ways for speedy relief. 1—They have a soothing effect on bladder irritations. 2—A fast pain-relieving action on nagging backache, headache, muscular aches and pains. 3—A wonderfully mild diuretic action thru the kidneys, tending to increase the output of the 15 miles of kidney tubes. So, get the same happy relief millions have enjoyed for over 40 years. New, large, economy size saves money. Get Doan's Pills today!

PHOTO CREDITS

Page 18: Martin Blumenthal.

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Doctors Tell Mothers Warts Should Be Removed

New Compound Removes Common Warts Without Cutting or Burning

New York, N.Y. (Special)... Doctors know picking, scratching at warts may cause bleeding and infection. Now, science has developed a new compound, that removes common warts quickly and safely, without surgery or electrolysis. This remarkable formula penetrates warts... destroys their cells... actually dissolves warts away... tested by a leading New York skin clinic, this formula proved so effective, only one application a day

Very Sensitive

"I am a great gardener, and as I am very sensitive to poison ivy, I tried everything from calamine lotion to the best known skin specialist," writes Mrs. Paul Rodenbach of Bedford Village, N.Y.



"Nothing helped me as much as RESINOL—it gives marvelous relief from poison ivy itching and irritation." Remember—quickly relieve itching, burning of pimples, piles or hemorrhoids, poison ivy, sunburn, rash, chafing, dry eczema with soothing, super-lanolated RESINOL Medicinal Ointment. Relief fully guaranteed. At all drug stores.

FREE Sample, Resinol, FWB, Bala, 1, Md.

ZIP EPILATOR
IT'S OFF because IT'S OUT
GUARANTEED TO REMOVE UNWANTED HAIR MORE COMPLETELY and MORE LASTING than any cream hair remover or razor, or your MONEY BACK
Originally \$5.00, now \$1.10.
Good value, or send no money.
Plain wrap, for \$1.10. Dept. W
JORGEAU INC., South Orange, N.J.

Enjoy peace of mind despite False Teeth

False teeth worries vanish when you use PERMA-GRIP Dental Powder. No slipping, no rocking—plates really "stay put". Start now using white, tasteless, alkaline PERMA-GRIP.

Cool Comfort For Burning Feet

Let Ice-Mint with soothing lanolin keep your feet in cool, fresh comfort while the temperature soars. So easy to apply this frosty-white medicated cream—no lathering in its soothing relief. A real help too in softening stinging calluses and corns. Don't delay. Get Ice-Mint today.

SPORTS



ALEX OLMEDO:



Amid complaints that he's lend-lease from Peru, "The Chief" goes on notching tennis titles for the U.S.

While Critics Cry, He Wins

by Ed Fitzgerald

A MATEUR TENNIS is a stuffy sport that needs a shot of dash and color like a hamburger needs ketchup. Alex Olmedo, the current glamour boy and stormy petrel of the game, is just what the doctor ordered. Whether he's sweeping through the field to win the Wimbledon Championship, or creating a furor by refusing even to try in a first-round match in the recent National Clay Courts Championships, and thus inviting the wrath of the powers that be, Olmedo makes news. He's the most colorful and controversial player since Big Bill Tilden.

Olmedo brought the Davis Cup back to the United States from Australia last January virtually singlehandedly. He whipped two great players, Mal Anderson and Ashley Cooper, in the singles matches and teamed with Ham Richardson in the doubles to beat Anderson and Neale Fraser. Thus he won two points by himself and shared mightily in winning the third as the U.S. team took the series and the Cup, 3-2.

Ordinarily that would have caused widespread celebrating back home in the States since the Australians had monopolized the Cup, symbol of international tennis supremacy, for five years. The trouble is that Olmedo, who won the Cup, is a citizen of Peru, not the United States. But because he has lived here for five years and is a citizen of a country which doesn't have a Davis Cup team, Alex was technically eligible to represent the U.S. However, a lot of Americans took a dim view of the largest nation in the competition stooping to borrow a player from littler Peru to win the Cup.

"This would seem to be the saddest day in the history of American tennis," sports columnist Arthur Daley wrote in the *New York Times*. "A few more such rousing victories and the prestige of this country in tennis will sink to a new low."

Poor Alex found himself the center of a controversy that isn't likely to die for a long time. "I feel great. I feel happy," he said after he won the Cup. But in almost the same breath he had to explain patiently why he hadn't filed for American citizenship, why he was quite content to remain a citizen of Peru, and to deny that he was ducking U.S. citizenship to avoid being drafted into the Army.

Any country would be glad to have the dark-haired, handsome South American with flashing white teeth, quick smile and cannonball serve. Other tennis players call him "The Chief," in deference to his Inca blood. Among the players he's as popular as any amateur on the circuit. A bachelor, he maintains a comfortable two-room apartment near the campus of the University of Southern California, which he attends on a scholarship.

Even as a little boy growing up in Arequipa, Peru, Alex's whole life was built around tennis. His father Salvatore was

caretaker of the tennis club in Arequipa, and Alex helped work on the courts, served as a ballboy and got in as much playing as he could get away with. When he was 14, he borrowed a racquet from his father's stock and entered a men's singles tournament. His father probably would have given him a good spanking for taking the racquet without permission, but Alex had the good sense to win the tournament.

After that it was all uphill for the Chief. Jorge Harten, a Peruvian coffee millionaire who loved tennis, imported a U.S. professional, Stan Singer, to improve the caliber of play in the country. Singer was impressed by young Olmedo, and he arranged for the boy to go to the United States.

He was able to pay part of his passage by working as a cabin boy and, after a three-week trip, he landed with about \$200 in his pocket. His destination was Los Angeles, where tennis enthusiasm runs strongest in the U.S., and he prudently bought a ticket on a cross-country bus. When he arrived, he still had a little more than \$100. "My biggest trouble," he says now, "is that I couldn't speak English. All I knew how to say was 'Yes,' 'No,' and 'Coke, please.'"

ALEX GOT A JOB in the pro shop at the Poinsettia Public Park Tennis Club, and before long his playing earned him a scholarship at Modesto Junior College. Soon after amateur tennis bigwigs spotted him, he moved to U.S.C. on a scholarship, and his every move was watched carefully. Coach George Toley instructed him in tennis strokes and strategy and filled in for Alex's absent father.

The boy developed quickly. In 1956 he won the national intercollegiate singles championship, a victory he won again in 1958. Playing frequently as a guest of Toley at the Los Angeles Tennis Club, he benefited handsomely from practice matches with such tennis greats as Pancho Gonzales, Jack Kramer and Ted Schroeder.

"That guy is going to wind up with the fastest serve in tennis," Gonzales said admiringly. And all the big boys agreed that the Chief was moving swiftly into the top flight. They wanted him badly enough for the Davis Cup team to pick him over a storm of opposition, and they felt vindicated when he did the job.

Whatever happens to him as far as future Davis Cup competition is concerned, Alex's tennis future seems secure. He already has won the Australian singles championship, the Wimbledon crown, and the U.S. indoor title. And he'll probably win the big one which will be held Aug. 28-30 at Forest Hills, N. Y. After that the only thing left for him to do will be to turn professional and make half a million dollars. The Chief is ready.



Did you resort to laxatives last week?

Millions of chronic sufferers have found relief this good-food way

Correct constipation due to lack of bulk

Even though you've been warned against it, do you reach for harsh laxative drugs every time you're bothered with constipation? This practice can start a dangerous habit.

And if your irregularity is due to a lack of bulk in your diet, drugs and chemicals can do nothing to correct the cause of the trouble. Fortunately, there is a wholesome cereal food that can correct it. That food is at your grocer's now: Kellogg's All-Bran. Kellogg's All-Bran is "working" for millions of people who were once chained to laxative drugs. It does its work safely, pleasantly and naturally. This is because it provides the good food bulk your system needs for youthful, consistent regularity. Just half a cup of Kellogg's All-Bran with milk each day can keep you on schedule.



HOW TO SET PIN CURLS

—IN SECONDS!

Set your hair with jet speed! Lady Ellen KLIP-PIN curl clips open at finger-tip touch, glide onto curls in an instant. Never pinch or crimp your hair. Only clip used by 90% of all beauticians. At variety, drug, food, department stores and beauty shops. 8 for 25c.

Write for 16-page illustrated booklet, "How to Set a Pin Curl." Send just 10¢ to: LADY ELLEN, Dept. F-66, Los Angeles 31, Calif.

STOP OILY SKIN TO CHECK PIMPLES!

Don't pick, scratch, squeeze or merely "cover them up!"

Doctors know that acne or pimples are caused by the germ called the *acne bacillus*. These germs invade *overactive oil glands* in the skin, cause blackheads and pus pockets; then your skin "breaks out."

What's needed is (1) to dry up the excessive oil that collects on skin; (2) to destroy acne germs on the skin; and (3) to stop itching and irritation so pimples can heal.

A doctor's formula, liquid Zemo has this effective 3-way action; also keeps skin looking *clearer!* Get liquid Zemo, Ointment, too. In regular and extra strength. To save—buy the large size of Zemo.

Protect YOUR HEART!

VIOBIN Wheat Germ Oil

HELPS HEART ACTION GIVES MORE STRENGTH - STAMINA - VIGOR - 8 Years University Experiments, 500 Persons PROVE VIOBIN Oil helps heart action - increases endurance. Liquid - Capsules. Send - FREE BOOK No. 15 VIOBIN MONTICELLO, ILLINOIS. Refuse substitutes. Only VioBin proved effective.

NEW NP-27 TREATMENT

KILLS ATHLETE'S FOOT FUNGUS

under skin surface—even penetrates into toenails

Promotes growth of healthy tissue. Guards against infection coming back. Latest laboratory tests prove NP-27 Liquid not only works under skin surface to kill fungus where it breeds and spreads—but even penetrates into toenails. Works in vital under-surface skin layers where ordinary remedies cannot reach. Using new NP-27 Liquid-Powder Treatment, doctors in two leading clinics found that Athlete's Foot, Ringworm and other fungus infections, even stubborn cases, usually clear up within two weeks—often in less than 7 days. As part of Treatment, new NP-27 Medicated Powder dries the foot perspiration that helps fungus grow, eliminates surface fungus, deodorizes and soothes chafed skin, guards against re-infection. NP-27 Treatment guarantees relief, or full refund from druggist.