



WHY MORE DENTISTS USE LAVORIS than all other mouthwashes combined!

**Makes your mouth
taste cleaner, feel
healthier for hours**

No Antiseptic . . . not even any other leading mouthwash . . . gives you the wonderfully refreshing feeling you get from LAVORIS.

In seconds, your mouth tastes so sparkling clean . . . LAVORIS clean! It feels so much healthier . . . and stays that way for hours.

There's no disagreeable medicine taste, no telltale medicine breath . . . yet LAVORIS kills millions of odor-causing germs on contact.

Your dentist will tell you a clean mouth is essential to good

oral hygiene. And LAVORIS is a specialized formula with unique cleansing power that . . .

- Cleans food particles, impurities out of your mouth and throat.
- Kills millions of odor-causing germs on contact.
- Cleans away odors.
- Freshens your breath.
- Keeps your mouth tasting clean, feeling healthier for hours.

Try LAVORIS! You'll say . . . "No wonder more dentists use LAVORIS than all other mouthwashes combined." The best prescription for your mouth . . . see your dentist for professional care, use LAVORIS every day.

LAVORIS
Mouthwash and Gargle

Your mouth feels
sparkling clean for hours



Only LAVORIS,
of the 4
best selling
mouthwashes,
is accepted
for advertising
by the
AMERICAN
DENTAL
ASSOCIATION.

The Real Me

by EDD BYRNES



A teen-age favorite sets the record straight;
he's a serious young actor,
not really the flip-talking Kookie of TV

"MAY I HAVE your autograph, Kookie?" a fan screeched as she thrust a pen and pad in front of my face.

"The name's Edd Byrnes!" I flared up. Immediately I was sorry for the way I'd said it. "Of course I'll give you my autograph."

"Thanks, Kook—I mean Edd," she grinned. This happens all the time now. A lot of people ask if I'm really "Kookie," just playing myself in Warner Brothers' "77 Sunset Strip" television series. They want to know if I keep combing my hair all the time, use flip talk, get a crush on a different girl each week, and have all the other Kookie characteristics.

In a way this is a compliment. It shows Kookie is alive and convincing to the audience. But I'm not Kookie in real life.

First of all, he's considerably younger—about 20 or 21. I'm 26. While I used a few expressions like "dad" and "man" when I was a boy, I was so unaccustomed to Kookie's slang at first that I had to memorize my lines word by word. I don't have that trouble any more. In fact, if I don't watch myself I find a few Kookie expressions slipping into my conversation.

Not that I object to Kookie language. It's colorful, expressive, and so popular that Howie Horwitz, producer of "77 Sunset Strip," received a letter the other day from the Right Rev. R. Earl Discus of San Antonio, Tex., ask-

ing Howie to send him the story of the prodigal son, translated into Kookie talk, to make it more meaningful to the younger people of his congregation.

Unlike Kookie, I comb my hair only when necessary. I have a white convertible instead of the \$8,000 hot-rod I drive in the series, and even if I had the inclination, I don't have the time to get acquainted with a new girl every few days—not with a new TV show each week, recordings, interviews, personal appearances, and feature pictures such as "Yellowstone Kelly" and "Savage Streets."

To be truthful, it took a lot of adjustment on my part to make Kookie believable.

The way I visualized him from the first scripts, he came from a middle-class home, had no particular money worries, and certainly no problems with girls. Outspoken to the point of brashness, he didn't know the meaning of shyness or sensitivity.

My own early environment gave me an entirely different outlook on life. I was raised in a tenement district on New York's East Side, but I was not a slum kid, nor was my father an alcoholic, as one magazine claimed recently.

When I became angry at this and other untruths, one writer exclaimed, "You ought to be grateful for all the publicity you get!"