

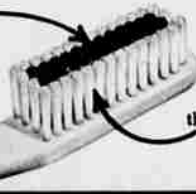
Now polish teeth bright WITHOUT PUNISHING YOUR GUMS!

The new Pro Double Duty Tooth Brush
never scratches or scrapes—
but it's tops in cleaning power!

Here at last is a tooth brush that cleans teeth sparkling clean—and massages gums gently and safely at the same time. There's not even a slight, imperceptible scratch or scrape in the Pro Double Duty, yet it has the "backbone" to rout stubborn food particles and polish teeth really bright. All nylon, or nylon and natural. There's a child's size. Get a Pro Double Duty for everyone in your family.

THE INSIDE STORY

is firm blue bristles
that clean teeth better...
polish brighter!



THE OUTSIDE STORY
is gentle white bristles
that massage your gums
safely, automatically
as you brush.

PRO-PHY-LAC-TIC BRUSH CO., FLORENCE, MASS.

Makers of regular PRO Tooth Brushes, JEWELITE Hair Brushes and PRO Combs.

Couldn't Wear Wedding Ring

Mrs. Kohler's Hands
Were Red, Rough, Sore
Until She Used RESINOL

"My hands were red, rough, so sore that I couldn't wear my wedding ring," writes Mrs. Ernest A. Kohler. "And my husband had many spots on his legs that were red and very itchy. We used salves of all sorts, some quite expensive, but they didn't help us. Now, after using RESINOL, my hands are ever so much better and so are the spots on my husband's legs. I'm wearing my ring again. We can't praise RESINOL enough!" Remember this—quickly relieve sore, itching irritation of rough dry skin, eczema, rash, piles or hemorrhoids, chafing, chapping with soothing

Super-Lamulated
RESINOL OINTMENT

And Forget Your Skin Distress!
FREE Sample. Write Resinol,
Dept. FW1, Balto. 1, Md.



FALSE TEETH
KLUTCH holds them tighter
KLUTCH forms a comfort cushion; holds
dental plates so much firmer and snugger
that one can eat and talk with greater
comfort and security; in many cases almost
as well as with natural teeth. Klutch
lessens the constant fear of a dropping,
rocking, chafing plate. If your drugg-
gist doesn't have Klutch, don't waste
money on substitutes, but send us 10¢
and we will mail you a generous trial box.
KLUTCH CO., Box 5806, ELmira, N.Y.

CONTROL COUGH

When colds make
you cough, take double-action
DeWitt's Cough Control Medicine
to soothe throat irritations and
suppress unnecessary coughs at
the control center; contains tested
d-Methorphan, the safe, sure
replacement for narcotics.

Get DeWitt's
COUGH CONTROL MEDICINE

When your children cough
because of colds, give them
DeWitt's Baby Cough Syrup.
easy to take, effective.



Does BLADDER IRRITATION

MAKE YOU NERVOUS?
Thousands are now discovering how much
stronger and better they can feel by
combating ordinary Kidney or Bladder
Irritations. These irritations often occur
after 35, and may make you tense and
nervous from too frequent, burning or
itching urination both day and night.
Secondarily, you may lose sleep and suffer
from Headaches, Backache and feel
old, tired, depressed. In such irritation,
CYSTEX usually brings fast, relaxing
comfort by curbing irritating germs in
strong, acid urine and by giving analgesic
pain relief. Safe for young or old. Get
CYSTEX at drugists. Feel better fast.

A BRAND NAME IS
A MAKER'S REPUTATION



Arlene and son Peter smile for this portrait picture taken recently in their New York apartment.

ARLENE FRANCIS writes in her first book,
"That Certain Something—The Magic
of Charm": "I was born in Boston, raised
in New York, and died in daytime tele-
vision."

Despite her tongue-in-cheek reference to
her professional "demise," the 48-year-old
actress proves week after week the excep-
tion to the rule that too much TV exposure
is the shortest route to the video graveyard.

It is necessary to get an idea of the nature
of her popularity to understand how she
maintains it year after year.

Paradoxically, it hasn't been nurtured on
the sure-fire formula of one glittering suc-
cess after another; or even on the basis of a
few unforgettable dramatic triumphs.

To the contrary, only three of 24 stage
plays she appeared in could be termed suc-
cessful; among her myriad radio and TV
ventures, she readily admits there have
been some flops; and what she joshingly re-
fers to as "my Hollywood career" consisted
of two undistinguished pictures ("Murders
at the Rue Morgue," vintage 1932, and "All
My Sons" in 1947).

"To tell the truth, my first venture to
Hollywood nearly ended my show-business
career when I was only 17," she recalls. "I
don't know whether you've seen 'Murders
at the Rue Morgue' on one of the late, late,
late shows, but it's a gasser. In my brief
part, I was nailed to a cross for some reason
or other. In any event, I was wearing a
nightgown in the scene, and by the time the
promotion men had made blowups for the
huge posters you see outside of theaters,
there I was bigger than life, in a nightgown.

"My father saw it and called me. 'I've seen
your picture outside of a theater in your
nightgown!' he said. 'You get right home
here!' I had to go home, of course, and ex-
plain to him that it wasn't what he thought,
but I don't think he ever got over it."

Despite critical ups and downs, there

has never been a hiatus in her busy career,
primarily because, through good shows and
bad, her audiences have never stopped
thinking of her as their friend. Perhaps an
individual wouldn't dare approach a Mari-
lyn Monroe or Rock Hudson on the street,
but Arlene's fans have walked right up to
her and begun to chat.

Arlene claims that she can't begin to an-
alyze her success, which has reportedly
earned her as much as \$250,000 per year.
"All I can say is that, with certain reserva-
tions, I try to be myself. I try to make sure
that my own personality peeks through ev-
ery script or show."

Her husband of 14 years, producer-
director Martin Gabel, has a more simple
explanation for her extraordinary success.
"Stars usually have personality, less fre-
quently talent, and sometimes wit, intel-
ligence, and energy," he says. "Arlene, I
think, has all of these, but there's another
quality that she has which is rarer, and it's
the one that has sustained her popularity.
It is decency—simple, old-fashioned, un-
adorned, unqualified decency."

LISTING ALL of Arlene's credits in a career
spanning nearly three decades would be
a formidable task, but the one that sticks out
dramatically is her weekly TV appearance
on "What's My Line?" for the past 11 years.

Her attendance record during those 11
years is little short of phenomenal. It has
been said that it takes a disaster to keep her
off the show. Once she tried to get a flight
out of Florida during a raging hurricane,
actually driving to the airport although
everyone else was shuttered in.

As if she's not busy enough with her own
schedule, she's a frequent fill-in for a vaca-
tioning Jack Paar or Dave Garroway.

"I love doing both of their shows," she
says. "It's no strain filling in for Garroway.
There's always prepared material and a lot