



Don't be wooden!

Wooden people never change their minds. What was good enough for grandma is good enough for them. They prefer flannel petticoats, and external sanitary pads, shun nail polish. They are often more to be pitied than censured.



Think for yourself!

No one else can ever make your decisions for you. No one can ever order you to try Tampax® internal sanitary protection. We merely ask that you look at Tampax calmly, coolly—without prejudice. Talk to friends. Talk to older women. Talk to your doctor, if you wish. Find out if they don't agree that Tampax is normal, natural and nicer.

What Tampax does for its users is all but do away with differences in days of the month. It's invisible in place. Unfelt. Prevents odor from forming. Ends disposal problems. Carries readily in purse or pocket. But—is Tampax really easy to insert and change? Again—talk to users. Their views will surely help you think for yourself.

Tampax is available in a choice of 3 absorbency sizes: Regular, Super and Junior—wherever such products are sold.

TAMPAX Incorporated,
Palmer, Mass.

ON A LAXATIVE MERRY-GO-ROUND?

TAKE **NR** TO-NIGHT...
TOMORROW ALRIGHT!
SPARKLING BRIGHT!

Searching for effective overnight relief? Try **NR** tonight! You'll know why millions use it with utmost confidence. **NR** works overnight... and gently aids the function of elimination, with no restlessness or sudden necessity. **NR** is an all-vegetable laxative that gives easy relief.



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 cleaner!

Get liquid Zemo, Ointment, too. In regular and extra strength. To save—buy the large sizes of Zemo.

DOES GETTING UP NIGHTS MAKE YOU FEEL OLD

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. Secondly, you may lose sleep and suffer from headaches, backache and feel old, tired, depressed. In such irritation, **CVSTEX** usually brings fast, relaxing comfort by curbing irritating germs in straws, acid urine and by giving analgesic pain relief. Safe for young or old. Get **CVSTEX** at drugists. Feel better fast.

ManZan for PILES

When piles cause agony and itch, enjoy fast relief with DeWitt's ManZan—now even more effective with *Allantoin*, a special healing agent. ManZan retracts and reduces hemorrhoids instead of merely shrinking them. For soothing action and new energy, buy ManZan ointment or suppositories.

Baby STOPS COUGHING

and starts cooing when good tasting DeWitt's Baby Cough Syrup eases cough from mild cold. DeWitt's soothes the throat, relieves chest-cold congestion.

DeWitt's BABY COUGH SYRUP

So You Want to Win Contests!



An expert reveals the magic combination for completing that prize jingle or those "25 words or less"

By STANLEY ARNOLD

Stanley Arnold, an independent contest-promotion executive for the past several years, probably knows more about winning contest jackpots than anyone else in this specialized field. He has successfully staged nationwide contests with prizes as unusual as an island in the British Empire, shares in every company listed on the Stock Exchange, and a summer vacation in the resort palace of the president of France.

A former supermarket executive and advertising promotion man, Arnold began early in his career to earn a reputation for creating ideas that sell. Today, as a contest consultant, he draws clients from here and abroad. All of them are looking for bigger and better contest ideas—which Stanley Arnold is quite willing to supply.

PEOPLE ARE ALWAYS interested when they learn I'm a "contest expert." I can almost guess their first remark to me:

"How can I win one of those big prizes?"

I have to disappoint them by saying I don't know any sure way. But I can set down some formulas used by judges to grade entries. One follows this pattern: originality, 25 percent; humor, 20; points of product superiority, another 20; lucidity, 10 percent; rhythm, still another 10; literary expression, 5 percent; alliteration, 5 percent; and follow-through, 5 percent.

I would say that the cardinal rules for contest winning are these:

Have You Really Studied the Product?

The goal of the contest is to sell a product. Look at the product from every angle. Why do you buy it? How do you use it? Look at the product ads and see what the advertiser says about his brand. Avoid parroting him, but think up fresh new ways to express the same ideas that he feels.

List the Key Sales Points

Jot down all the sales points you can find in the manufacturer's advertising, his radio and TV commercials, and on his product label. They'll group themselves and pretty soon you'll have an exact picture of all the points he's stressing in his marketing. Then think up better ways to express these

points. Don't pick the obvious phrase right off, though, because judges discard entries that correspond too closely to the norm in order to avoid ties.

Remember, You're Writing a Testimonial

The sponsor wants a prize-winning answer that indicates the contestant knows and uses the product, and that what the contestant says can make others use the product, too.

Work with Words

Rhyme, comparisons, contrasts, repetition, analogies, word play—these are the icing on the cake that can win prizes by the baker's dozen.

Most Important, Follow the Rules

Big-time contest judging is an assembly-line process—at least at the very beginning. Professional contest-judging firms have their work down to a science. These firms can easily spot the ghostwritten slogans of professional contestants, the plagiarized entries, and the pressure letters ("My mother is dying and I need the money").

Your entries are checked for the exact number of words; the required box top or label; whether you have mailed your entry within the required closing date; followed all instructions; included your name and address (amazing how many entrants forget this); and have written legibly. This last is important. In most contests, your answer is transcribed for final judging, so typists must be able to read it. And any fancy art work you've appended never gets before the final judges—so don't bother.

Finally, Enter All the Contests You Can

The reason so many people from smaller cities win contests is that they enter more and devote more time to them.

Concentrate properly on top-quality contest thinking. But you ought to consider some of the smaller contests as well as the top-money puzzles. Too many rookies expect to crash the majors on the first try.

With contests, as with anything, it's experience and determination that pay off, so—good luck!