

Scientific medication works quickly, for hours, to
break "itch-cycle"
... stop itching

even membrane itching

Now you can get fast, blessed relief from the tortures of itching, chafing, rashes, dry skin eczema... even embarrassing membrane itching (feminine and personal).

Thousands of women and men suffer the torture and embarrassment of membrane itching. But now they are discovering the wonderful relief LANACANE brings.

Don't suffer another day. Try LANACANE. This amazing medicated creme is greaseless, vanishing, pleasant to use. At all drug stores.

Doctors explain how LANACANE breaks "itch-cycle"

1. Itching causes scratching... scratching increases irritation, causing more itching... more scratching.

2. LANACANE calms irritated nerve ends. Stops urge to scratch, thus breaks vicious "itch-scratch-itch-cycle".

Soothes raw, inflamed tissue, checks harmful bacteria, helps speed healing



What happens if you don't cash in your Savings Bonds when they come due?

You pay \$37.50 for a Series E Savings Bond and in 7 years and 9 months it grows to \$50.

But what if you don't cash it in?

Fact is it keeps right on growing.

At the current interest rate, when it's 10 years old it will be worth \$53.66. At 15 years its value will be \$64.52. And at 17 years and 9 months, \$72.50.

There's no trick at all to letting your E Bonds work overtime for you this way. You don't even have to remember to renew them. The Treasury Department does it automatically.

And while your growing Bonds are making you richer, they're helping keep America strong in a world where strength to stand up to the enemies of freedom is imperative.

Buy Bonds where you work or bank and see if you don't feel pretty good about it.

Keep freedom in your future with

U. S. SAVINGS BONDS

The U. S. Government does not pay for this advertisement. The Treasury Department, thanks for their patriotism, The Advertising Council and this publication.

Valentine's Day resolutions?

Well, why not! Here's a set

dedicated to **A More Beautiful You**

By ROSALYN ABREVAYA

THERE PROBABLY isn't a woman who hasn't been asked: "What have you done to yourself? You've never looked so wonderful."

You've usually received such a compliment at a special dress-up affair when you've taken particular care with your looks. But why stop there? Why not extend this special-occasion look throughout the whole year? Dedicated to this proposition, we present four promises that every woman ought to make to herself, coupled with the latest techniques to achieve them.

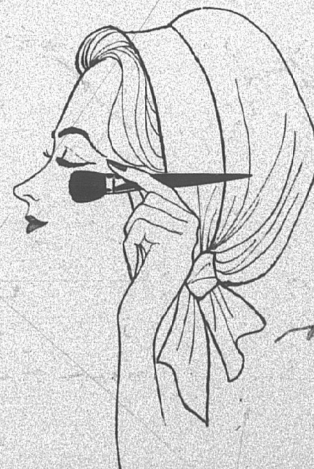
Resolved: To take a warm, relaxing beauty bath at least once a week instead of a quick shower. Cleopatra may have had hours to indulge herself, but you need a mere 25 minutes to emerge refreshed and ready for your busy life.

Surround yourself with the accouterments for the bath—a soft, colorful sponge, your favorite soap, a long-handled back brush, a plastic tub pillow, your shaving kit—and then add a scent to the bath. Keep the water warm but not too hot. Relax five to 10 minutes before you start soaping. Finish your bath with a skin-tingling cologne, then dusting powder.

Beauty Note: Bathing in untreated water can leave your skin dry and taut. A new product—Calgon Bath Oil Beads (actually a snow-white powder)—features a nongreasy additive that restores natural body oils that water washes away./ Shaving legs and under arms is a snap with Clairol's new blue shayé cream, a clear gel that enables you to see the shaving

area! Two items from Tre-Jur will make bath time a pleasure: a soft, rose-shaped sponge for cleansing and, for after the bath, a long-stemmed lamb's-wool puff and a dusting powder with a clean, pungent scent./ From Tussy comes an attractively packed bath trio called Enchanté. It contains bath oil, dusting powder, and moisturizing cologne, all in the same mixed-bouquet fragrance./

Resolved: To experiment with one or more of the new make-up brushes. With them a woman can control the amount of make-up she applies and often eliminate the need for wiping off and reapplying it when she has put it on too heavily. The added bonus: one does away with the mess of dipping fingers into cosmetic containers. Using a cosmetic brush with skill



does tak
 results
Beau
 popular
 are the
 cake-po
 bone (s
 more co
 head an
 makes a
 hairs./
 by Gern
 shadow.
 part co
 shades
 dark sh
 areas./
 a cake
 the eye
 pencil
 effect
 brows.
 way to
 semi-st
 to add
Res
 tleties
 one of
 tinted
 distinc
 the ma
 which
 for ev
 height
 sionall
 By
 make-u
 by tes
 arm w
 ion).
 powder
 cheeks
 subdue
 the ne
 should
 plexio
 harmo
 access
 a war
 offset
 lights
 er, pe
 vibrat
 lumin
Be
 stein
 called
 to go
 and r
 cent
 taking
 Youn
 softer
 a gr
 of sh
 than
 color.
 Gold
 Balm
 which
 shade
 Facto