

How to make linens fresh-smelling, sanitary... even when dried indoors!



CLOROX... FIRST WITH AMERICA'S HOUSEWIVES BECAUSE IT OFFERS BOTH:

GENTLER Bleaching Action...
Longer Life for Linens!
There's no gentler bleach than Clorox in laundering. For Clorox is free from caustic and other harsh substances... made by an exclusive formula protected by U. S. patent.

GREATER Disinfecting Efficiency
...Added Health Protection!
Because Clorox is caustic-free, it works faster in killing germs... does a better job of disinfecting. *Give your family the extra health protection of a Clorox-clean home!*

CLOROX BLEACHES • REMOVES STAINS • DEODORIZES • DISINFECTS
There's only one CLOROX... it's always uniform... always dependable.

Abolishing All Sex Laws Suggested by Dr. Kinsey

BERKELEY, Cal., Feb. 17 (UP)—The abolition of all sex laws would not harm society, Dr. A. C. Kinsey, author of the best-selling book, "The Sexual Behavior of the Human Male," and a professor at Indiana University, said today.

Dr. Kinsey, who is working on a companion volume, "The Sexual Behavior of the Human Female," said that assault and battery laws now on the books would take care of "rape with undue coercion."

"Our sex laws don't attempt to protect society, but protect custom," the zoology professor said. "Anyone who has ever done anything petting is liable to prosecution under the assault and battery laws."

Dr. Kinsey said that "simplification of the sex laws might bring about a whole revolution in criminology." He said that the U. S. courts are beginning to depend on his first book for guidance in sex cases.

He said his book on the human female will be published next fall. He and his staff of interviewers have talked intimately to more than 7000 women and need only 500 more interviews before starting to write the companion volume.

"Astounding Results"
Dr. Kinsey said the interviews with women have produced "astounding results." He refused to reveal these findings until they are cross-checked on automatic tabulating machines.

"However, some of the statistical results don't correlate at all with popular generalizations," he said.

Dr. Kinsey said that the research indicated that women are less responsive to sex than men, but that they are "much more extreme in their responses than men."

He said he had discovered that inability to complete the sex act "is more important to men than to women."

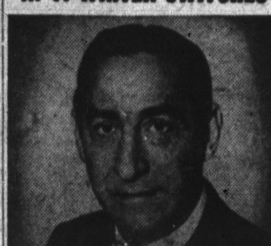
Other Conclusions
"The importance of mutual response has grown during the past few years, and this has disturbed women who do not respond," he added. "I hope that one of the outcomes of this book will be to remove the disturbance by showing how and why they fail to respond."

"Most sex problems today are

Colonel to Speak

Col. Earl H. DeFord, deputy of operations in the 10th Army Air Force, Ft. Benjamin Harrison, was to speak on "The Haylift" before realtors at the weekly luncheon of the Indianapolis Real Estate Board today in the Washington Hotel.

N. Y. WRITER SWITCHES



Sam Ward Could Write a Book about Calvert's Better Taste!

NEW YORK, N. Y.—Sam Ward, radio and television writer, of 1619 Broadway, has switched to Calvert Reserve. "Mellow, smoother, milder, lighter," he says. "I could fill a book about Calvert's better taste!"

CALVERT RESERVE Blended Whiskey—65.9 Proof—45% Grain Neutral Spirits, Calvert Distillers Corp., New York City

Indiana Bell Plans New Garage Here

A garage for use in storing and servicing 100 motor vehicles of Indiana Bell Telephone Co. is scheduled for completion this summer, officials said today.

The garage will contain shops for repairing telephone apparatus and will serve as a warehouse for materials and supplies.



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FIRST QUALITY TOWELS

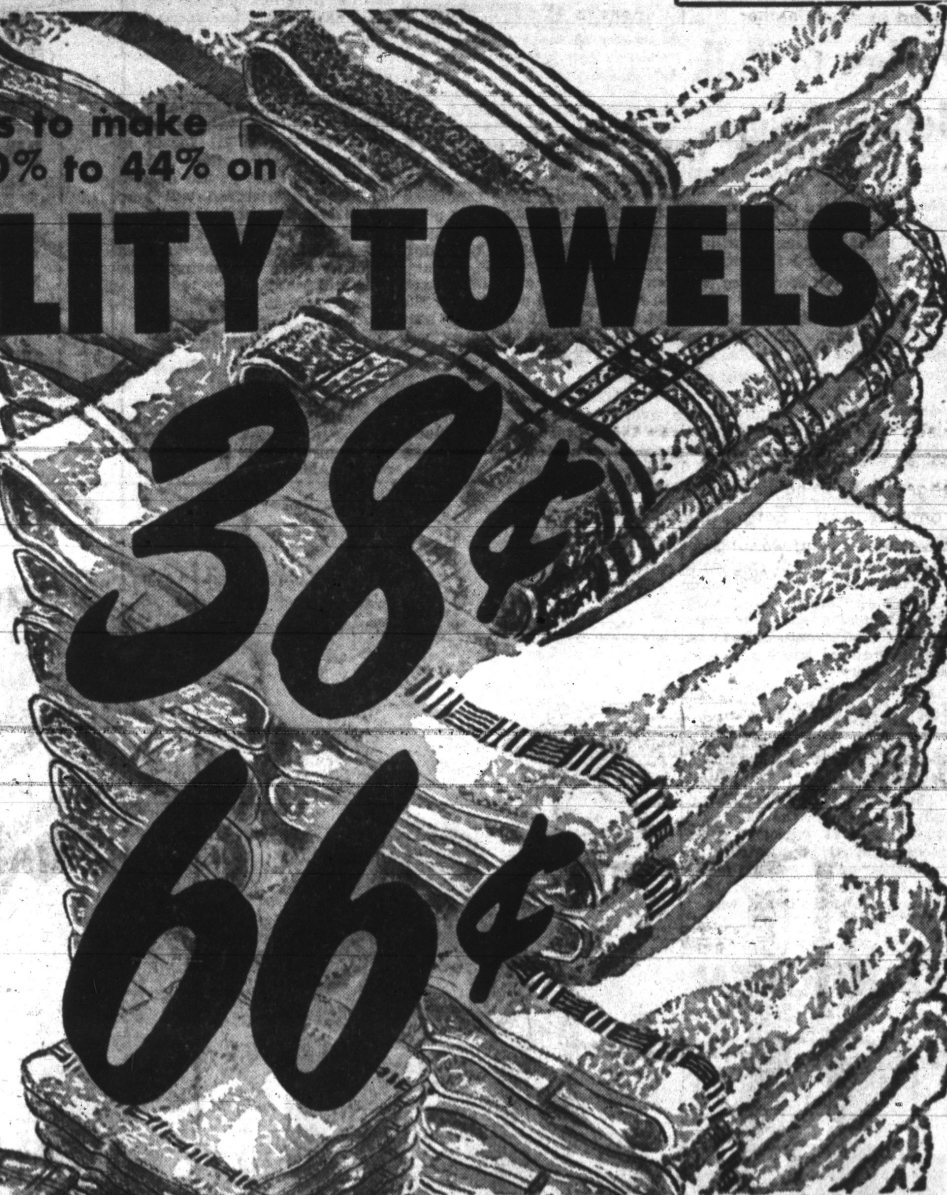
- Nationally Advertised at 49c to 79c
- 18x36-In., 20x40-In., 22x44-In. Sizes
- Plaids, Pastels, White With Colored Borders

First time in many long years! Famous make, first quality towels for a tiny 38c! As usual, Sears strives to save you money. Always keeping a watchful eye on quality, Sears believes it must be First Quality... like these thick, thirsty towels. Second-rate goods are no bargain at any price!... Choose from plaids, whites with colorful stripe borders and frosted pastels. Buy them by the dozen... benefit by extra savings during Sears Sales for Homes event.

- Nationally Advertised at 79c to 95c
- Generous 20x40-In., or 22x44-In. Sizes
- Rich Solid Colors With Dobby Borders

Imagine first quality, soft, deep cotton pile towels that fairly lap up the water... selling for a mere 66c! That's what you get when you buy at Sears during this great sale! You'll be delighted with the beautiful array of lush solid colors with smart contrasting dobbie borders... so make a "beeline" to Sears to get in on this gigantic sale. Buy several sets... remember the small fry like the thrifty guest size for their very own!

Matching guest towels 15x26 inches **38c** Matching wash cloths 11 1/2 x 11 1/2-in., 12 x 12-in. **14c**



Companion Sale! Save 34% to 50% on

SOFT WASHCLOTHS

Sold Nationally for 10c **5c 2 for 25c**

- Half price! First time in 8 years
- Big 11x11-inch size
- Bright blue, red, gold or green plaids

What savings! You haven't seen a washcloth of this quality at such a low price since way before the war. Buy a dozen or two... it's your chance to stock up at savings.

- Advertised, 2 for 38c, 2 for 50c
- Solid colors—plain or dobbie borders
- White with colored borders

Sears pushes prices way down on this choice selection of fluffy washcloths. Luxury size 11 1/2 x 11 1/2-in., 12 x 12-in., and whopping big 14 x 14-in. All in the most wanted colors.

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MONDAY—12 Noon Until 9 P. M.—TUES., WED., THURS., AND SAT.—9:30 A. M. Until 5:30 P. M.
FRIDAY—9:30 A. M. Until 9 P. M.

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