



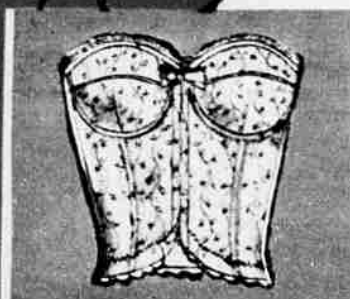
By competing  
in economy runs,  
high-school students  
are learning that



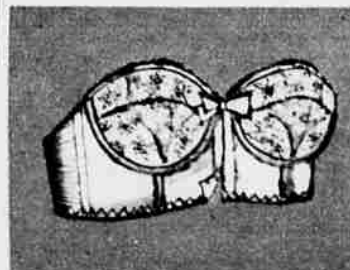
To insure accurate fuel measuring, car is raised slightly by board under left tires.



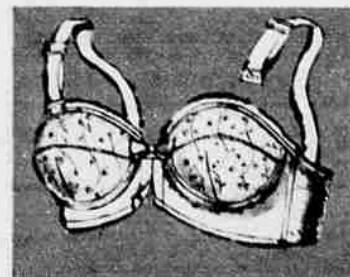
Here are Urbandale winners with trophies. The girl won for highest ton-miles mark.



Style No. 80—Exciting bare-back strapless with subtle contour cups. Exclusive Criss-Cross\*\* back keeps bra securely in place always. \$8.95.



Style No. 84—A pleasant surprise, Perma-lift's Front Hook Strapless Bra with uplifting Magic Insets in each cup and a special elastic band that keeps the bra from slipping. In fine Dacron, \$5.95. D cup style, \$7.50.



Style No. 125—Naturally shaped padding gives you the full, yet natural bustline needed for this season's new fashions. And, of course, this lovely cotton bra with detachable straps, hooks so conveniently in front. \$5.95.

Perma-lift  
BRASSIERES  
THE LIFT THAT NEVER LETS YOU DOWN

## Your new Perma-lift Easter bra HOOKS in FRONT

No Help Needed. What a convenient way to dress up for Easter. No twisting or turning to fasten an annoying, old-fashioned back hook bra. These beautifully molding Easter Bras by "Perma-lift"\* hook in front—quickly, easily. And the tiny hooks will never show, even through your sheerest dress. Select your favorite from these styles. The lovely bra above is "Perma-lift's" chic Bare-Back Coquette, fashioned in Dacron with Magic Insets that guarantee lasting, lovely uplift. Be happily fitted today. Style No. 93, \$13.50. In D cup, \$15.00.

\*Reg. U. S. Pat. Off. \* A product of A. Stein & Company  
Chicago—New York—Los Angeles \*\*Pat. applied for

Invented by a doctor—  
now used by millions of women

8 Family Weekly, April 7, 1957  
Tank suits can be glamorous, and tartan proves it  
with a trim swim fashion of knit nylon. About \$15.