



THREE PRETTY HAIR STYLES were created for women of different heights by the Lilly Dache Beauty Salon. At left is the "Feather Tip Chignon," especially for a petite woman (under 5-feet-5), or the woman with a very small head or short neck. Center is a "Bouffant" hair style for the medium figure (from 5-feet-5 to 5-feet-7). She is allowed more variety than her

taller or shorter sisters and can gear her hair to accent her best facial features. At right is the "Silhouette" coiffure, for the tall woman (5-feet-7) or a woman with exceptionally large bone structure. Longer hair set in downward lines is generally preferred to this type.



"SILHOUETTE" coiffure was created by the Lilly Dache Beauty Salon especially for a tall woman. Longer hair and lower lines make a proportionate picture as a whole, while adding femininity.



PROPORTIONATE to the small woman is the Dache Beauty Salon's "Feather Tip Chignon," a hair style which will make her seem taller because of the upswept lines throughout. The clean, yet soft lines have been geared to pick up the lines of the costume ensemble.

The Right Coiffure Is "Proportionate"

The part of a pretty hairdo in the total charm of a woman's figure is a matter of proportion as well as close-up shape and sheen, says Lilly Dache, Miss Dache, long famous as a milliner and now becoming just as famous as a beauty expert, believes that the right coiffure is "proportionate," giving the head its proper size in relation to the rest of the figure, and if necessary, doing a neat bit of illusion to counter balance the too-tall, too-short figure or to make the head look larger or smaller as need be.

Miss Dache gives the following tips to women searching for the right hair style to make a beautiful whole of the figure and its proportions in this Spring's fashion silhouettes:

In her glittering new hair salon on East 56th Street in New York, Miss Dache said: "The coiffure should contribute to the overall effect of the woman, being used like any other accessory to give an illusion of height, to discount defects in features or head size and to point up your figure and facial assets. Well-cared-for, healthy hair can make a part of the fashion picture too—shifting the emphasis in the figure line as hemlines change and the silhouette varies to highlight different parts of the anatomy."

1. The short figure (under 5-feet-5-inches in height, or very small head or short neck)—Hair should

be cut short and arranged in upward sweeping lines. The nape of the neck should be close and neat, any back fullness should be brushed upward as in the Dache Salon's "Feather Tip Chignon." All lines, in general, should point toward the crown of the head. Fullness should always be kept above the ears. The short, heavier woman should avoid fussy curls or waves, but small bangs or face curls are flattering to the petite woman.

2. The medium figure (from 5-feet-5 to 5-feet-7 in height)—This woman should have what Miss Dache calls a "Bouffant" look to her hairdo. The coiffure is closely arranged in either a medium or short length. If you're in this group, you're allowed more variety than taller or shorter women, but stress your facial features; if they're large, every line of the coiffure

should move inward around the face or sweep dramatically backward so that the bulk of the hair is seen in profile. If features are small, the main sweep should be backward from the face in soft, controlled waves.

3. The tall figure (over 5-feet-7 in height, or a woman with large bone structure)—This woman should stress her hair in every way possible, with longer hair more desirable and downward lines accentuated throughout. The Dache Salon has created "Silhouette" especially for this woman; the hair is swept backward in straight lines off the forehead with no part whatsoever, then low, full waves set below the ear and tapered down to the nape of the neck.



By BESSY, the Basin Bossy

Boy, Americans are about as price-wise and price conscious as any group of people in the world today.

Witness: "Did you give your wife that lecture on economy you talked about?" Wilbur: "Any results?" Ray: "Yes." Ray: "I've got to give up smoking."

Well, now some folks might think that's a little harsh. But to look at the positive side of the story, some folks—rather than cut back on something—look for a better value. In food there's one real standout... everyone knows that. Milk is the best food buy in the market—or on the doorstep. And fresh from local dairies, Grade "A" Milk offers the most of everything—nutrition, taste, freshness—anyone would expect of any food.

Variety is one of milk's many virtues. For instance, try this mocha punch: You'll need three cups of milk, one cup double-strength coffee chilled, one quart of chocolate ice cream, 1/2 a teaspoon of almond flavoring, 1/2 cup sugar, a few grains of salt, 1/2 pint of whipped cream and 1/4 teaspoon of nutmeg. Pour milk and coffee into cold punch bowl; add half of the chocolate ice cream and stir until partially melted. Add flavoring, sugar, and salt; blend. Fold in whipped cream and rest of ice cream. Sprinkle lightly with nutmeg and serve immediately.

Take it from me, here's a hot-weather drink for 12 people that will make you the rage of the kitchen. Try it.



THIS "BOUFFANT" coiffure, created by the Lilly Dache Beauty Salon is proportionate to the stature of the medium-height woman as well as carrying out the flattering lines of her costume.

Athlete's Foot

If you're afraid of catching Athlete's Foot at the swimming pool this summer, stop worrying! A new study by the American Public Health Association reports that, contrary to popular belief very few cases of the infection are picked up at public pools or locker rooms.

Of course, you may still develop a case of Athlete's Foot this summer—probably because you've been carrying the fungus causing the infection on your feet for years. Most people pick up the bug as children, the report adds. It lies dormant just under the skin most of our lives, coming to life when the right conditions turn up. When the environment is hot and moist, the fungus launches a full-scale attack—which is why Athlete's Foot rages on our feet in the summertime.

The way to avoid an outbreak is to keep your feet as dry and cool as possible. Here's a prevention routine recommended by foot specialists:

(1) Wear shoes made of leather, top and bottom. Leather's unique fibrous structure permits air to cir-

culate inside the shoe and evaporate foot moisture rapidly. Since evaporation is in itself a cooling process, foot temperatures are reduced when all-leather shoes are worn.

(2) Wash your feet once or twice daily, and dry carefully between the toes. It's best to use a corner of the towel as a blotter.

(3) Use a foot powder after bathing to further absorb moisture, and sprinkle some powder in your shoes and hosiery as well.

(4) Never wear the same shoes two days in a row—give them a chance to air out. If your feet perspire excessively, wear white socks, since the dye in colored socks may act as an additional skin irritant.

(5) Do not wear sneakers or gym shoes, except for short play periods. Perspiration won't evaporate through the sole and starched canvas uppers. Change back to all-leather shoes when the game is over.

FREEZING MEAT

When you prepare meat for freezing, remove the wrappings in which it came from the store. Wrappings for freezing should be moisture-vaporproof.

SCHOOL DAYS BEAUTY HINTS

The bright girl carries more than books and lunch in her schoolbag. Tucked in there between Algebra and English Lit are the small items of beauty that make so much of the difference between the attractive co-ed and the drab one, the girl surrounded by friends and the one standing alone and lonely.

Madame Helena Rubinstein, world-renowned beauty authority, is deeply interested in this aspect of your education because she knows how important it is. We would like to pass on to you some of her suggestions.

By now you know, of course, that general health is basic to good looks. That you learned in grade school, but when you get to high school and perhaps on to university you learn that natural beauty needs care, and that the girl who draws admiring glances from the opposite sex and envious ones from her own is the girl who knows how to emphasize her good points and play down the others. In other words, she uses creams and lotions faithfully and cosmetics artfully.

Now, what are the most important beauty items for a girl of your age? Here are the ones Madame Rubinstein says you should always have on hand:

For a clear and glowing skin, cleanliness comes first. So if you're troubled by blackheads, Beauty Washing Grains should top the list. This remarkable friction wash reaches deep into pores and routs clogging impurities, leaving your skin immaculate. Next, if you're on your way to bed, apply soothing, healing Medicated Cream. It's ingredients are widely prescribed by skin specialists as being most effective for healing surface blemishes, and if you use it properly you'll see your skin clear up wonderfully—and bless the day you "enrolled" with Madame Rubinstein!

In the morning, to continue your treatment during the day, use Snow Lotion. It too is medicated, and was created especially for school girls with beauty as well as math problems. It's opaque enough to conceal blemishes by providing a pretty foundation for the sensitive skin while the healing ingredients do their good work. Snow Lotion is cool and smooth, and will be one of your staunchest good friends.

Under items that might be termed "utility" comes a deodorant—in cream, spray or pad form—and a depilatory for removing superfluous hair from arms and legs. Nudis is excellent as a hair remover—far superior to shaving with its stubbly and unsightly result—because it's safe, smooth, and long-lasting. For your hair, if

it needs a slight heightening of temporary color, try a Color-Face Shampoo; and if it needs conditioning as well as gleaming cleanliness, then make it a Silk Sheen Cream Shampoo. Keep it neatly in place with Hair Spray.

And now cosmetics. No doubt you've been told many a time that a girl of your age requires only a minimum of make-up; but it must be of the best, and most skillfully applied. A combination creamy-base and silken powder is essential, and Minute Make-Up would be perfect for you. It lights the skin and covers tiny imperfections, lasts a long time and yet goes on in a second. The other basic is lipstick—of which Madame Rubinstein offers a fascinating variety of shades (a beautiful all-around one is "Wear-With-All Red"), and all of them will keep your lips soft, smooth and youthfully inviting. Those are the two items you really need; but for dress-up occasions a nail polish is in order—one that blends with your lipstick and costume. Again, a "Wear-With-All" shade would be just right.

So these are your tools for beauty. The rest is up to you, and we wish you the best of luck—with both studies and fellow students!

SALAD SHORTCUT

When you are preparing cole slaw for a crowd, put the cabbage through the coarse blade of your food chopper, then cover with chopped ice and refrigerate until ready to mix with dressing and serve.

BOILED ONIONS

Add a little curry powder to the cream sauce you've made for boiled onions. Serve with broiled chicken and steamed rice. A salad or coarsely grated carrot or carrot curls in it will add color and crisp texture to this menu.

PERFECT TRAVELER

Easy-to-use Ban is easy to travel with. It's a new kind of lotion deodorant that rolls-on without mess, drip or waste and can't spill in your suitcase. Several local stores are carrying it.

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There's a really white wash...the kind you get with **CLOROX**!

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The easiest way to avoid a musty-smelling wash is to launder with Clorox. For Clorox deodorizes...leaves linens daisy-fresh whether dried indoors or out. And Clorox is free from caustic, a linen-conserving feature patented by Clorox. In addition, Clorox, a liquid, contains no gritty particles to damage wash, washer or dryer.

Busy housewives call on CLOROX to make bathrooms "company clean"

What a difference when you use Clorox in your cleaning routine! It not only removes stubborn stains and discolorable odors, it disinfects...provides added health protection as well as sparkle and freshness. Hundreds of public health departments recommend the Clorox type of disinfection. See label for more health-protecting uses and directions.

You get all these benefits in a Clorox-clean wash!

1. Snowy-white linens...Clorox removes gray and yellow dinginess.
2. Brightest test colors...Clorox restores fading tint.
3. Lively-looking linens...Clorox removes soap stains, even scorch and mildew.
4. Fresh, clean-smelling linens...Clorox deodorizes.
5. Sanitary linens...Clorox is the most efficient germ-killer of its kind.

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