



CAREFREE CURLS at the tip ends of your hair can be yours by using Tip Toni, a new, small-size home permanent.

TIP TONI

Who says you can't wear hats with casual hairstyles? Two new versions of the free-and-easy Lario do have so overwhelmed millinery designers that they've turned out a bumper fall crop to cap them to perfection.

For example, if you wear your hair short-and-sweet, you might choose a new roll-brim cloche, which fits smoothly over close-to-the-head waves and ends precisely where soft curls begin — at the nape of the neck.

For long-and-smooth hairstyles, there's the handsome Breton, which barely skims the top of the head. It allows a glossy length of hair to fall free from the crown, ending in a mass of loose curls.

With or without a hat, these hairstyles are as versatile as they are pretty and go anywhere from a football game to a dance floor without changing or rearranging. Based on a good home permanent, the new free-and-easy hairstyles need only an occasional setting. And if you use a new tip-curl permanent, such as Tip Toni, you can pep up a tired-looking wave . . . touch up straggling ends . . . and curl newly-trimmed bangs. This small-size home wave kit contains enough fresh-air waving lotion for 18 curls and lanolin-treated end papers. It features no-dab neutralizing and 10 minute lotion timing.

So for winter hair beauty, experiment with one of these deceptively easy hairstyles. It will be a long time before you'll find coiffures that are so becoming.



THE GODDESS with the golden eyes now has a modern prototype who uses Harriet Hubbard Ayer's gold eye-shadow to match her gold hair spray.

Golden Eyes

In the magnificent Temple of Diana at Ephesus, centuries ago, there was a gigantic statue of the goddess with her eyes looking down at her worshippers. Her eyelids, gleaming in the sun or by the light of torches, were of solid gold, matching her shining hair. Great throngs from all parts of the ancient world visited her temple, feasting and dancing at her feet, and the wealthy beauties of Greece and Rome, Carthage and Troy, who made the pilgrimage, painted their eyelids and tresses with gold in her honor.

This dramatic vogue is revived now with Harriet Hubbard Ayer providing gold eye-shadow to match her gold hair spray, called, appropriately, "Midas Touch," and every woman may be the "goddess with the golden eyes" at parties this winter.

The modern woman has many advantages over the beauties of the ancient world, however, for she needs no slave to pound solid gold down to dust and mix it with strange unguents for her eyelids or powder it for her hair. On the contrary, Harriet Hubbard Ayer puts the Midas Touch in an aerosol bottle, extremely easy to use, and packs the Golden Eye Shadow in a dainty lucite case. Both of them also come in silver, an advantage not enjoyed in ancient Rome.

There, the fashion for gold, in cosmetics and everything else, endured even up to the Christian era and reached a climax in the time of the Emperor Nero. Golden plates and mirrors were used in every wealthy home; slaves were painted with gold (and sometimes died as a result); golden balls were carried to keep the hands cool and to toss to successful gladiators or attractive entertainers. Gold nails were clipped on finger tips; false teeth were of gold.

The fashion is reflected in the legend of King Midas and the story of Paris and the Golden Apple. Nowadays, the dark haired woman may use either gold or silver in her hair and on her eyelids, but blondes and red-heads are loveliest with the golden touch and gray-haired women will, of course, choose silver. Capture star-light and sunshine in your hair with a spray of Midas Touch; have the mysterious look of an ancient goddess with gold or silver eyelids. . . . thanks to Harriet Hubbard Ayer.

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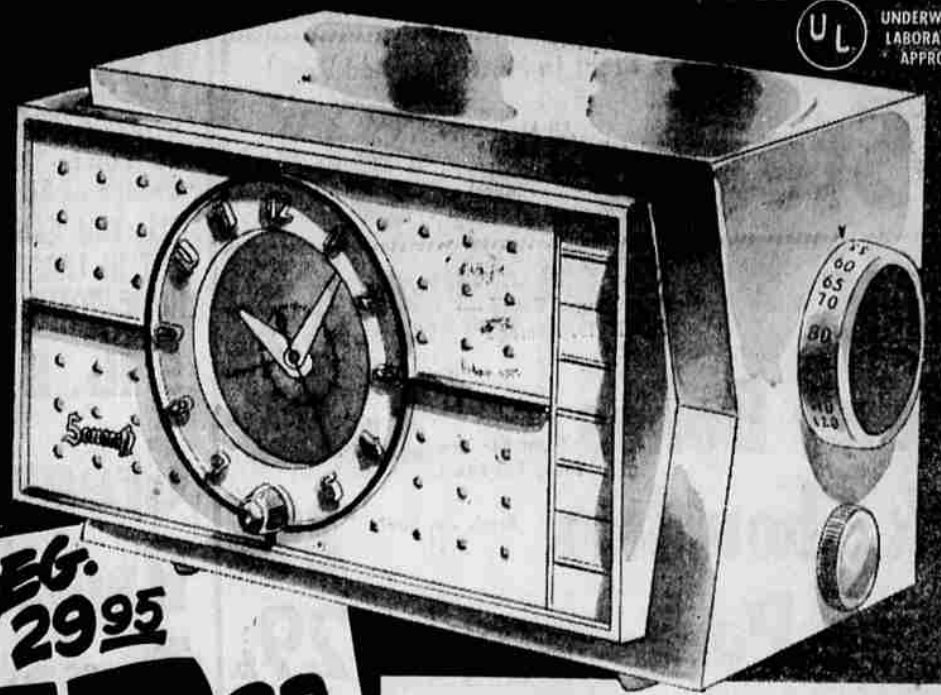
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