



THE BASIS for the "Alice in Wonderland" hairstyle so popular with the younger set this fall is a Tonette, the children's home permanent.

Back To School Young Beauties

Fashionable youngsters bound for school this fall will wear the dainty flounces and high-waisted sashes of their favorite heroine "Alice in Wonderland." To complement these youthful Edwardian

clothes, Tonette has designed the perfect hairstyle.

The "Alice in Wonderland" is particularly becoming to young faces because it features long hair, softly curled and gently disciplined. A waved cluster of unregimented bangs frames the forehead, while a trim black velvet band holds back a pageboy.

The "Alice" hairdo stays pretty on either side of the looking glass, too, because it's based on a Tonette, the children's home permanent. This is the wave designed especially for little girls' hair, so baby-fine, wispy and curl-resistant. It gives body to limp, unmanageable locks and just the right amount of curl.

This children's home permanent features all sorts of improvements. For example, no more youthful complaints about "that awful smell" thanks to the new "fresh-air" waving lotion. Just wind the child's damp hair on curlers, apply waving lotion, and after 15 minutes rinse with warm water. Then she's free to play till they're dry. The whole process just couldn't be easier or faster.

So send your own little "Alice" back to school with this brand new Tonette hairdo. Her pretty, lasting and completely carefree curls will need only daily brushings to look story-book pretty and stay that way.

Buttons were never prettier than this fall. Paris has them in every size. Jacques Griffe showed large mother-of-pearl buttons from chin to hem of a black satin sheath.



9031 Printed Pattern

Thrifty — sew-easy! A printed pattern that takes just one 100-pound feed bag to make! It's the perfect coverup for kitchen chores — with gay "watermelon" pockets to add the touch of color.

Printed Pattern 9031: Misses Sizes Small (10, 12); Medium (14, 16). All given sizes: one 100-lb. feed bag or 1 1/4 yards 39-inch.

This printed pattern assures perfect fit. Easy directions printed on each tissue pattern part. Send thirty-five cents in coins for this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Marian Martin, care of Herald and News, Pattern Dept., 232 West 18th St., New York 11, N.Y. Print plainly name, address with zone, size and style number.



"HAVE MINK—WILL TRAVEL"—that's Prince Matchabelli's newest perfume, Added Attraction, in the dram-size purse dispenser that fits securely in a mink-collared black faille sheath with black grosgrain loop-handle. The complex blend of musky, mossy and floral notes is to give new direction and sophistication with a rare woody note. It is also available in the distinctive gold-encrusted crown bottle. Available in October.

Fur is used both of Parisian and American designers to trim both suits and dresses this fall and winter. It even appears as a border at the hemline of some late-day dresses.

Belts made a big comeback in the Paris collections. Most often, they were tied at front or back rather than buckled.

Washable silk becomes weak in water, so it should not be rubbed, twisted or wrung when wet.

Hand Problems

Hand care is a continuous process, uninvited either by season or occupation. Summer cracks them; winter chaps them. The "dishpan hands" of the housewife are matched by the calloused palms of the gardener.

Everybody has his or her special hand problems. Nowadays, though, there are solutions for each.

For example, Houbigant the famous French perfumer, has just introduced a new lotion in its Chantilly fragrance. This modern, scientific formula promises soft, smooth beauty for sore, red, chapped, detergent-irritated hands.

A pink, silky lotion, it looks pretty, is delightfully perfumed,

yet it is laden with the "wonder" ingredients you would normally expect to find only in a medicinal preparation.

First, it contains allantoin, a medically accepted and proven healing agent which stimulates the formation of healthy new skin tissue. It heals scratches, cuts and cracks, then the lotion proceeds to beautify those areas.

It also contains silicone which produces an invisible protection on the skin. This repels water and dirt and guards against harsh household cleansers.

Each time you subject your hands to soap and water cleansing, some of your natural oils are washed away. If these oils are not replaced, your hands can take on a sandpaper finish, an old look. This new lotion, enriched with emollients that closely duplicate

the natural lubricants of the skin, supplies needed moisture.

The lotion looks like heavy table cream, and it quickly disappears into the skin without leaving the slightest trace of greasiness. That is one of the reasons you will be tempted to use it all over your body, particularly on such dry skin areas as elbows, knees and heels. A graceful eight ounce bottle, which will last for several months, comes with a convenient-to-use dispenser which releases just the right amount of lotion for application.

Use an empty soft-drink bottle carton as a caddy for household cleaning supplies. The compartments hold soap, detergent, scouring powder, polisher, cloths, etc. Keep it in the cleaning closet.

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