

ONLY 4-PURPOSE CLEANSING CREAM WORKS 4 WAYS TO RID YOUR SKIN OF SKIN SMOG

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4-Purpose Cleansing Cream
promises to...

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- help you to smooth and refine clogged pores
- bring your skin to radiant glowing softness
- give you a perfect make-up base all through the day



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4-PURPOSE
CLEANSING CREAM



by Kevin V. Brown

THEY TELL a story about the three American visitors to Rome who had an audience with the Pope.

The first said that he was staying for just three days.

"Wonderful," said the Pope. "You'll be able to see everything of importance in the Eternal City."

The second said he was in Rome for a month's vacation.

"Ah, well," said the Pope, "you'll still have time to visit a few of the interesting sites."

The third said he was on an indefinite leave and might even settle in Rome. "That's too bad," said the Pope. "You'll probably never get to see many of our attractions."

The story, whether true or not, has a moral: you can't judge a vacation by its length.

If you're one of the millions who can only get worked up to a vacation once a year and then try to do everything in two or three frantic weeks, you're wasting at least two days out of every week and missing attractions that are only a week end away from your own back yard.

Take week-end vacations and catch up on some of the things you've been missing! They have several advantages over the once-a-year kind:

—There are more of them and if you start Friday afternoon after work, you pick up an extra half-day. So during the year you can accumulate up to 125 days of extra vacation!

—Your goals will be simpler, and therefore you stand a better chance of accomplishing them. Your packing and other travel problems are also simplified.

—A surprising number of possibilities for doing and seeing things will open up. You can start in a different direction each week end.

Additional advantages in the Fall and Winter are that outdoor points of interest—many are just as attractive

in the colder seasons—will be less crowded, and indoor attractions—museums and indoor sports, for example—don't depend on the weather.

These short vacations can be grandiose or simple. Obvious choices for the big ones are to plan them around something big, like the Mardi Gras in New Orleans, or one of the football bowl games on New Year's Day.

Other big week ends come ready-made. Airlines, railroads, and bus lines offer "package vacations" of two and three days. Some airlines, for instance, feature a "Week End at the Waldorf," which includes round-trip tickets, three days at the world-famous New York hotel, and sight-seeing tours of the city. A railroad has week-end trips to Niagara Falls—still one of the world's wonders, and you don't have to be a honeymooner to enjoy it.

If you're the average week-end vacationer, however, you'll prefer the simple trip that you can make in your own car. Two words of advice will insure success for each of these week-end vacations: plan them!

Don't just hop in the car and start driving. Get a goal, map it out, and stick to it. After you've tried a few, you'll iron out the kinks about how far to go, what to pack, when to stop.

If you have some ideas for week-end jaunts, bon voyage! If you haven't, here are a few tips:

Most road maps—free at your local service station—list "places of interest" in your state. Pick the ones you'd like to visit. Bookstores and magazine stands also carry vacation guides. Or you can write to the state chamber of commerce or tourist bureau in your state capital for pamphlets and other material on attractions in your state.

It's a good idea to stay within your own state at first, but week-end vacations often can be stretched one or two states away.

We mentioned the state capital above. Have you ever seen your capitol? Not the city, the state capitol building

itself? Many of them have interesting histories and architecture.

The capitol in Salem, Ore., for instance, is one of the newest. Built of marble, it's noted for its murals and a magnificent view of Willamette Valley from its dome. At Harrisburg, Pa., the capitol is open seven days a week and guided tours include trips through the historical museum and other sites.

State and national parks are also year-round attractions. The South has some of particular interest, notably famous battlefields. Why not plan to be in Yorktown, Va., the same day (Oct. 19) that Cornwallis surrendered his army in 1781?

The South, too, has kept up many of its fine old plantation homes, such as the palatial Leroy Pope House in Huntsville, Ala. Near Lexington, Ky., you can visit the Bluegrass horse farms, and recent explorations make Mammoth Cave, Ky., a perennial attraction, even more so.

There's no off-season for amateur photographers. Some of the best pictorial scenes are available in Fall and Winter. Have you ever been in Iowa during Indian Summer after the corn is stacked in shocks, row on row? Or in Brown County, Ind., where Autumn colors are surely at their loveliest? Colorful Colorado is a Summer paradise, but there are few scenes to match its mountains after a snowfall. And San Francisco's picturesque cable cars are always on tap.

Fishing? Oklahoma has indoor fishing in Winter, and Washington has the Silver Salmon Derby Oct. 9 at Elliott Bay and Ballard. Hunting? Fall's the season for it in most northern areas.

How about just plain Sunday driving—all week end? The new east-west toll road now links Chicago with New York, and New Jersey recently completed the Garden State Parkway, a motorist's dream highway. Just driving on these super-roads is a vacation from regular routes.

Need still more suggestions? How

While dreaming about far-off places, don't overlook the