



CLICK CHANGE is the new luxury lipstick case by Elizabeth Arden. Directions for the clean, easy, fast refill for Elizabeth Arden's lipsticks come with each new lipstick. The new lipstick is shaped for easy application on the lips and Elizabeth Arden has a brand new shade for fall.

NEW LIPSTICK

What makes a cosmetic accessory lovely? The same qualities that make rare jewelry beautiful—exquisite craftsmanship, simplicity of design, precious material.

Elizabeth Arden's new lipstick case, Click Change, combines all of these requirements. But Click Change, slim lined and plated in 14 carat gold, is more than a luxurious case. It also has the most practical refill mechanism you ever saw. Just one twist of the tube and the old lipstick clicks out, a second twist and the new refill twists into place. It is so easy to change and ends the problem of messy fingers. It is practical, too, because the refill costs less than a dollar.

Click Change is now available containing New Fashion, the Elizabeth Arden color designed especially for fall 1957 fashion colors.

POTATO CHIP DIP

Combine 2 tablespoons anchovy paste, 1/2 cup finely minced onion, 1 tablespoon lemon juice, 1 tablespoon tarragon vinegar, 1/2 cup dairy sour cream, 1 cup mayonnaise and 1/2 cup finely chopped parsley. Mix well and chill. Use as a dip for potato chips.

ROYALTY RED LIPSTICK

Color and elegance in fall fashion call for striking accents in lip and eye makeup, while the complexion itself should have the cool contrast of polished pearl, says Dorothy Gray.

To perfect the new fall look, Dorothy Gray introduces Royalty Red lipstick, a vivid color with depth and glow. Basically a clear red tinged with blue, its balanced tones blend with complexion and costume colorings and produce exciting highlight.

The shade is perfection with the great blues and reds of fall. It is lustrous with brown and black, an exciting accent with gray.

With it, Dorothy Gray presents a clear, bright new eyeshadow called Royalty Blue.

The polished pearl complexion look that Dorothy Gray loves this fall is light and clear, yet softly glowing. It has the delicate but might have been teased into color by a fresh breeze or a compliment.

This look is attained through use of Dorothy Gray Sheer Velvet Film, a tinted makeup base that spreads a gossamer veil of color across face and throat. For clarity, it is chosen in a shade lighter than the skin tone. Face powder then is suggested in a shade a bit darker, closer to the skin's own tone.

Rouge and nail polish to harmonize are Dorothy Gray Clear Red. The rouge may be applied rather more lightly than usual and more widely over the cheekbone.

Royalty Red lipstick comes in two new cases, in brushed gold or silver tones, and in two formulas, Sheer Velvet Stay-All-Day or Sheer Velvet Creamy.



REGAL FINAL TOUCH to this wonderful contemporary look is Dorothy Gray's exciting Royalty Red Lipstick, a vivid new color with depth and glow. It is perfection with the great blues and reds of fall. It is lustrous with brown and black and an exciting accent with gray. Royalty Red Lipstick comes in two cases, in brushed gold or silver tones, and in two formulas, Sheer Velvet Stay-All-Day or Sheer Velvet Creamy.

No-Stick Bandages

Mothers are cheering the new plastic Telfa pad now on Bauer & Black's Curad and Battle Ribbon adhesive bandages.

It will not stick to a wound, nor rip off a scab, and does not hurt when removed.

Most mothers have had the agonizing experience when an ordinary gauze bandage stuck to the wound of a frightened, tearful child, and bleeding started all over again when the scab came off with the bandage.

That will never happen with Curad's Telfa pad, a first-aid miniature of the extraordinary Telfa hospital "mercy" dressing, developed by Bauer & Black in 1954 for professional surgical use.

It was the first dressing in the history of medicine to eliminate the pain of dressing removal from surgical wounds and help speed healing.

The Telfa pad now on Curad and Battle Ribbon adhesive bandages consists of highly absorbent gauze covered with a thin layer of transparent plastic which has dozens of tiny perforations. Drainage from the wound passes through these holes. It is absorbed and retained in the gauze and cannot flow back. The wound is kept dry and heals faster.

The perforations permit free penetration of the exclusive Curad and Battle Ribbon medication, Furacin-Tyrosine, that does not sting or stain, yet in clinical tests kills or destroys all 28 types of germs that may cause infections in a cut or wound.

Market tests on Curad adhesive bandages with Telfa pads were conducted with hundreds of families, starting as far back as 1955. The surveys showed that the average consumer preferred a bandage that would not stick to a healing wound, and that it was equal in importance to the waterproof and washable features of a plastic bandage.

As a result of these tests and after a technical production achievement of designing and building new manufacturing machinery, the new first-aid Telfa pad is now used in both Curad bandages and Curad Battle Ribbon bandages that come in colors and designs especially for children.

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