

PARIS decrees a different look with evening fashions this year. For a Jacques Heim evening hat called "La Caiffure Moustique," Elizabeth Arden designed this effervescent hair style, characterized by volume at the crown, breezy bangs.

Beauty Forecast

At the recent openings, the gilt and crystal salons of the Paris couturiers were jammed with buyers and the press eager for fashion news. But at least one pair of eyes was intently watching make-up and hair styles, too, as well they might have, for Miss Arden's Paris Salon had created this make-up and hair styles for more than one of the haute couture. And her U.S. representative was eagerly watching for news to bring home to American women.

Two boxes appear as indispensable to the look for fall: First, it is best to have a light headed approach toward hair styles. Second, give the impression of a hazy outlook with eye make-up. Casual as it may sound, it takes a little bit of calculation to produce the fragile but effervescent effect.

Coffure news is made up with the frothy spirit of styles designed by Elizabeth Arden specifically to complement beautiful velvet or satin hats worn by Jacques Heim's models with his evening collection. These decorative fantasies perch on the front of the head, branching into multi-fold bows, scooped by a dazzling pin. The French call the hats "La Coiffure Moustique."

One elegant variation piles hair at the crown of the head—but in a way completely different from the old-fashioned French twist. It is pouffed rather than knotted, though kept sleek at sides of the head. Wispy bangs are eyebrow length, swirled breezily to the side.

Equally appealing is a style which draws its little curls from semi-curls combed into separate locks. Combed toward the face the hair must never be flattened, but left in light individual strands.

By day under brimmed feather hats, coiffures are smoothed, combed back from the face, but a flutter of bangs maintains the airy feeling.

Foundation for the new look is a beige or ivory toned complexion; lipstick takes a brilliant hue by day, a soft rose after nighttime. Rouge, absent for years, is again worn as part of the evening make-up.

As for eye make-up it just couldn't be more flattering. The mannequins' eyes had a light mist of color with a wonderfully wide-eyed look. To duplicate the feat yourself use Elizabeth Arden's Eye Strainer for lining eyes, slanting the line down toward the nose, bringing it upward at the outer corners. Also line lightly just under lower lashes. Now with a soft sable tipped brush lightly blend the color to give a soft misty effect.

Two tones of mascara give the delicate haze of color. The lighter can be used with two intensities of any color putting the denser on the upper lashes, the lighter on the lower. Most conventional approach—Black and Grey Black Most exciting—Blue Evening and Light Blue or Violet Evening and Violet.

Final news note—it looks like beauty spots are staging a comeback. With Paris ball gowns mannequins wore one of these tiny black patches at the corner of the eye. Spectacular and fun!

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WAKEFIELD COFFEE Vacuum Packed Regular or Drip

COFFEE CAKE LOAF Reg. 39c Pkg. 33c

MRS. WRIGHT'S BREAD Large Loaf 29c

Fresh Skyline **CRACKED WHEAT BREAD** 15-oz. Loaf 26c

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50 lb. Bag 1.39

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Excellent Quality... Local Grown

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AN EASY, straight-forward line, touched at waist sides by a trim banding detail is this Lenz Original Style 420. Smoothly fitting, the high round neckline shows just a touch of white linen edging. It is beautiful all-weather flannel in red, grey or camel.

FALL STYLES

Fall promises a most exciting season fashion-wise, and Lenz has captured perfectly the wonderful feeling of the new silhouette trends, charmingly modified to flatter every woman with a jumbo-sized figure. Youth, ease and color are the three dominant characteristics for the fall. The "easier" shape is all-important.

The new collection of Lenz Originals is a pagentry of sparkling shapes—the relaxed line, either demurely simple or gaily accented by a low-placed flounce, the easy floating shape, with its subtle flattery; the ever-stark, smooth fitting "boxer" look, the gently gathered above skirts both pencil slim or full; the empire-tailored with bust-line bandings or trim.

Included in this versatile collection is a fashion destined for every wardrobe need from casual sportswear to elegant cocktail dresses. These fashion ranges from the most informal of cotton prints to sophisticated, beautifully tailored town wear. For gala occasions, Lenz has created a delightful fantasy of festive party dresses. An increasingly important facet of the Lenz collection is an extensive group of coordinated accessories carefully planned to mix-match, and including jackets, blouses, jumpers, skirts, slim tapered pants, walking shorts, and a overall Bermuda short—again reflecting a skillful adaptation of the new lines to playclothes.

Fabrics continue to play a vital role in all Lenz designs, and this season finds a truly outstanding selection of fine fabrics, from both Europe and America. Richly textured novelty woven cottons, which form the nucleus of the transitional group, are augmented by cotton prints designed exclusively for Lenz. Lightweight wools are both textured plain, with many basket weaves, twills, checks, and plaids. Gossamer soft satin-silk-organza, silk moire, rich velveteens, crepes, taffetas and Chantilly lace are all represented in the cocktail-evening groups. The color story ranges from the softest of muted heather tones to the most vibrant hues of fall.

As always, each Lenz design enhances the wearer's femininity, and has an elegant simplicity which transcends the vagaries of changing fashion. The innate quality, perfection of detail, and superb fit of Lenz styles result in a custom appearance which makes each dress look as though it were designed exclusively for the wearer.

The product with over 100 uses in the home and industry, Dr. Ross' Sano Dry, has added a timely use of special interest during the warm weather days.

The Dr. Ross Company has discovered that Sano Dry can be used successfully for lining barbecues to prevent rust and "burning out" of the barbecue heater, with the outside temperature of the brazier 30 degrees cooler.

Sano Dry saves heat, saves charcoal, makes a top chef out of any novice. A layer of Dr. Ross' Sano Dry is an ideal bed for charcoal since its main ingredient, diatomaceous earth, is white in color, reflecting the heat upwards and giving a more even heat.

Dr. Ross' Sano Dry will also absorb all grease drippings and prevent dangerous flare-ups.

A special advertising push is being given Dr. Ross' Sano Dry during the summer months via newspapers to promote this new feature.

Among the other uses of Sano Dry are absorption of moisture in damp basements and laundry rooms, keeping cat boxes clean and sanitary, prevention of rust and absorption of moisture and odors in garbage cans, and keeping driveways and garages safe by riding them of dangerous grease and oil spots.

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