



LENTHERIC'S New Tweed Soft Fragrance Shampoo washes new loveliness into your hair and scents it with the fragrance of the world-famous perfume at the same time.

Tweed Shampoo

It is spring again and time to give your hair the special care it surely needs after a winter of steam-heated rooms.

The basis of all effective hair care and beauty consists of two elements—proper brushing and the right shampooing.

You can't brush your hair too much. Brush it regularly every day, and then brush and brush again. You can't overdo it, it's a "must" and you'll find it does wonders for the health and vitality of your hair.

Of equal importance is your shampoo, on which depends the cleanliness and luster of your hair. Select it carefully, for on it depends your success.

Lenthier's has created marvelous Tweed Soft Fragrance Shampoo for the woman who prefers a shampoo that will add the luxury of scent as well as suds. This amazing formulation creates a mass of foam which works wonders on hair and scalp and adds new luster, new softness and new manageability to your hair.

So now, with your shampoo before you and a big fluffy towel close at hand, it's time to begin.

First step is to pick up your brush before starting the actual shampoo. Brush your hair up, brush it down, brush it all around until your scalp starts to tingle ever-so-gently. That way you will get the scalp scales and surface dirt loosened first.

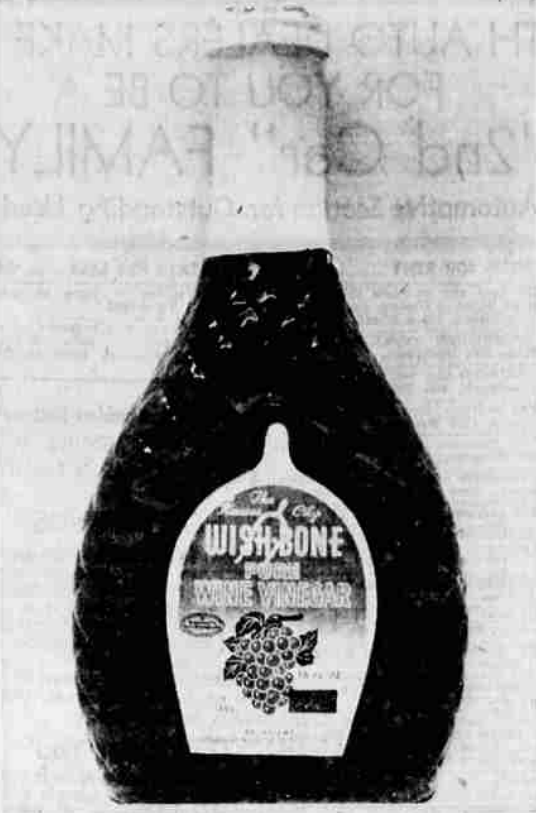
When you start on the shampoo itself, get ready for those wonderful suds that will billow from your Tweed Soft Fragrance Shampoo. Plan on two sudings—though... the first to loosen the oil and grime, the second to float away every last speck of dirt out, and later in the shine!

Use your fingertips (never your nails) to work the lively lather in a rotating motion 'round and 'round your head. Start at the back of your neck and massage upward in circling motions to your forehead. Then rinse until you are absolutely certain that the last trace of shampoo has vanished; then you can be sure that the last trace of dirt has been rinsed out, too.

You'll be delighted with the way Tweed Soft Fragrance Shampoo washes new loveliness into your hair, and you'll love the lines of the handsome, richly-molded bottle, topped by a jewel-like cap that makes it such a beautiful boudoir accessory. It's so easy to hold, too, with finger indentations front and back.



JUST RIGHT for informal entertaining at home is this dressy overblouse in which silver threads of Lurex add a touch of magic. Plunging neckline, rhinestudded buttons, three-quarter sleeves add to a grand total of fashion excitement. The photo is courtesy of the National Association of Blouse Manufacturers.



JUST TASTE what happens when you add the bright new flavor of Wish-Bone Wine Vinegar to salads. "Special dietitians" will find that Wish-Bone Wine Vinegar adds new zest and interest to low calorie, diabetic, low fat, salt-free or sodium diets. As a marinade for steak you fear may not be tender, it literally works miracles.



Juliette Marglen

Imagine the lovely contrast of white fingernails against your early summer tan.

Juliette Marglen's new Porcelain Nail Glaze comes in 10 wonderful shades and they aren't expected to match your lipstick so don't be startled. They are White, Sand, Leaf, Buttercup, Turquoise, Pink, Peach, Azure, Violet and Apricot.

Match your fingertips and toenails for summerwear.

Fingertips can now match your turquoise jewelry or you can wear buttercup to tie in with the orange and yellow of a new print summer dress. The possibilities are endless.

The entire Porcelain collection, plus CrystalBase and CrystalSeal come in an adorable compact Confetti Kit. With it you can really make your fingers a conversation piece with a different color on each fingertip.

Remember how the fad of buying two pairs of cotton plaid or checked gingham sandals caught on? You wore a blue and white checked sandal on one foot and a red and white one on the other. Remember your style of fingertip enamel can be just as much fun.

SOMEONE has come up with a new idea in fingertip fashions and it is Juliette Marglen who did it. No more matching nails to lips. Now it's fashion-colored fingertips in 10 of the yummiest shades imaginable.

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WINE VINEGAR

Have you passed up wine vinegar on your grocer's shelves because you thought it contained actual wine?

Or have you overlooked it because you weren't sure what the color would do to dishes in which you use vinegar?

If you have been doing either, you are missing a treat. Wish-Bone Wine Vinegar is made from fresh ripe fruit by a carefully controlled fermentation process to retain the delightful aroma and piquant flavor.

Use Wish-Bone Wine Vinegar for a better flavor in your French dressing made at home, or for deviled eggs. Add a few drops when cooking high color vegetables such as beets, to retain the color and crispness. Use it to marinate steaks to increase tenderness. Use it to flavor gelatin salads for salt and sugar free diets.

VEGETABLE SALAD

A gelatin foundation which adds zest to a fresh vegetable salad for a dieter's requirements is easily made by dissolving 1 tablespoon unflavored gelatin in 1/2 cup cold water. Add 1 cup of hot water, stir until dissolved. Add 1/4 cup Wish-Bone Wine Vinegar and desired seasonings. When partially thickened, add diced vegetables or fruit. Turn into a mold or dish rinsed with cold water and chill.

HARVARD BEETS

2 cups cooked sliced or diced

beets (or No. 2 can)
1 tablespoon cornstarch
1/4 cup sugar
1/4 cup Wish-Bone Wine Vinegar
1/4 cup beet liquid

Mix cornstarch and sugar. Add liquids. Heat to boiling stirring constantly. Pour over beets and let stand overnight before serving in order to give the flavorings time to penetrate the beets.

DEVILED EGGS

Low calorie style deviled eggs seem to be gaining in popularity.

If you aren't a weight-watcher add cream or mayonnaise if you wish. Sieve yolks of hard cooked eggs. Mix lightly with just enough Wish-Bone Wine Vinegar to make creamy consistency. Add dry mustard, salt and pepper to taste and replace the yolk mixture.

LAZY DAY DRESSING
1/4 cup evaporated milk
1/2 cup Wish-Bone Wine Vinegar
1/4 cup sugar
Mix evaporated milk, sugar and vinegar together. Let stand until thickened and serve with your favorite salad combination.

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