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Quick's secret? First, a revolutionary crystal-clear Waving Lotion that penetrates faster, deeper. Second, an exclusive Wave Vitalizer that gives your hair strong lasting body — body that's *not* hidden. You see it — you feel it — *show* it beautifully. It's the softest, smoothest, most carefree wave you've ever had.

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Won't wash out · Won't dry out · Won't wilt
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Quick

Home Permanent



RICHARD HUDNUT

*These simple exercises
are guaranteed
to give you a much-improved
bathing-suit figure by July 4!*

WE ARE ONLY a few scant weeks away from 1959's swim season. Every prediction I've seen promises that larger and larger crowds of sun-worshippers are expected to appear in smaller and smaller bathing suits. This creates a certain problem.

For instance, can you get into this year's suit? Or last year's? Or is there maybe an extra bulge just where it's most noticeable. If you're average, you have gained weight during the Winter and currently are either going on or falling off a reducing diet.

Don't, please. Try exercise instead! The benefits to be gained through using your body will be many times those offered by dieting alone.

For years I have helped men and women to recover their figures and improve their health. Let me promise here and now, cross my heart, that you can have a much-improved figure by July 4, our first big beach-and-pool week end, if only you will follow my instructions.

Now, for a few general principles.

1. Think of extra fat as your bitterest enemy. Insurance companies agree that the fat die young. One formula says that a man's life is shortened one year for each inch his waistline exceeds his chest. Dr. Peter J. Steincrohn, former chief of staff at Mt. Sinai Hospital in New York, has warned: "If you are overweight 25 pounds, you probably lower your life expectancy about 25 percent."

2. Rid yourself of the superstition that exercise creates such an appetite that you gain instead of losing. Have you heard of the waltzing mice of Harvard? They gave the lie to that canard.

Several years ago, Dr. Jean Mayer of Harvard University took two identical groups of mice, fed each the same high-energy ration, and then assigned Group A to a life of ease and Group B to a treadmill.

At the experiment's end, Group A, living the life of Riley, had gained up to 300 percent over its original weight. Group B, waltzing each day away on the treadmill, gained only 30 percent.

Says Dr. Mayer, "If we want to avoid obesity, we must exercise. It is the only inevitable way of maintaining body health."

Speaking of pure research, I read a statistic from another Ivy League college the other day. It concerned a Princeton class reunion at which each member was weighed and the total class figure compared with its combined weight 25 years earlier. The class had gained 2½ tons.

3. Eat wisely! This means eat what you want, but want the right things. Steer clear of food fads. Remember that sweets were never a girl's best friend. Just for kicks, here's a handy Fright List to paste on your refrigerator.

A soda contains 300 calories. Soda pop and colas have 100 calories each. (But iced tea and coffee, no sugar, are zero.)

Milk is 250 calories per glass; skimmed it is 150.

A dollop of mayonnaise is 100 calories.

The lowly hot dog is 225 calories, while hamburgers and cheeseburgers are 400 each—wow!

Pop corn at the movies is 400—and how much overweight are the kids?

Frozen custards are 150, a sundae 400, a sherbet only 50.

Beer is 175 a can, ale 225, whiskey 75 per pony.

See what I mean? So stick this Fright List where it might do some good for the next month—and eat sensibly.

So now you are ready, resolute in your determination, and rarin' to go for the big swim season.

Here's what you need to do: