



**BONNE BLEND** is Bonne Bell's compressed powder compact which you can use if you are at the center of a storm or just the center of attention. No fly-away powder particles are tossed into the elements; no powdery trail is left on a man's dark coat sleeve or the table scenery. The case is light in your purse in a heavenly blue that's a match for a snip of spring sky and decorated in gold. It matches the Bonne Bell lipstick for a pair of accessories to give a springtime lift for day or night use.



**PLUM LOVELY** might describe this gal who has aided her natural coloring by using Helena Rubinstein's plum color coordinates. For the first time in history, eyes, lips and hair can harmonize. On her eyes, Plum Violet mascara; on her lips, the new Plum Pink; on her hair, Color Lift in the new Plum Wine Shade.

**Plum Color**

Here's a plum-perfect answer to your demands for a new and exciting make-up for Spring. For the first time in cosmetic history your eyes, lips and hair can glow in radiant color harmony. For this cosmetic fashion "first," Helena Rubinstein takes the plum of the color range and transforms it into a delectable new color family to bring you three-way beauty.

For your lips there's new "Plum Pink"—a pink out of the blue so enticing the only wonder is it wasn't conceived years ago. For your eyes, there's "Plum Violet" Mascara-Matic that coats your lashes evenly with elegant deep purple while coaxing them to curl. To complete the plum-pretty eye accent, add "Opalescent Violet" shadow in the glide-on Eye Shadow Stick that puts the silvery-violet emphasis exactly where you want it.

"Plum Wine" Color Lift rinses your hair to rich, vibrant highlights that complete the color harmony. "Plum Wine" gives brunettes, tittian and brown hair a soft and beautiful plum haze that won't rub off, run off or rinse off. The plum triumvirate is the perfect complement to the "hot" geranium pinks and periwinkle blues that dominate the fashion scene. Plum makes the exciting

difference with Springtime standard navy blue; provides a clear and singular accent for color-splashed florals and bold checks. Used individually, any one of these plum beautifiers is a feast for the eyes—together they are a beauty sensation! Pick-a-Plum for exciting Spring glamour. They're plum-terrific!

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**DO IT RIGHT**

When you are unrolling summer aspics, always run the tip of a knife or spatula around the mold before dipping in the water.

**CORRECTION:**

In Merit's full page color ad on Wednesday, Aug. 5th, it stated "Delicious Steaks . . . Free" etc. It should have been:

**100 DELICIOUS STEAKS FREE**

(Amana Freezerama continues until Saturday)

609 So. 6th **MERIT'S** Ph. TU 2-3429

**BONNE BELL**

It's new! It's blue! It's the new blue "Bonne Blend" compressed powder compact you will be seeing in smart spring purses! This plastic compact is as light as a snip of spring sky, and it brings the whole feeling of spring as close as your nose when you powder it. "Bonne Blend" is such a smooth, beautiful blend of foundation and face powder, not a grain stirs whether you're at the center of a storm or just the center of attention.

There are seven heavenly shades to enrapture your complexion: Velvet Pink, Desert Sand, Petal Mist Evening Glo, Summertime, Tropic, Mexican. And, by a happy circumstance, Bonne Bell is also introducing this spring two new lipstick shades. "Bonne Pink," a gentle flower-petal pastel, pairs up prettily with "Petal Mist" powder for those early days of spring. "Ginger Peachy," a glowing tawny shade, would be something special with "Summertime" or "Tropic" powder when the tanning season arrives.

Lipstick and compacts match. Against the blue-sky blue of the compact is a cirlet of gold flowers, in the center a "BB" Monogram in gold. Inside, a pink velour puff is also gold-stamped. The blue lipstick case has a gold-litish dome and base with two golden stripes around the middle. "Bonne Blend," with a matching lipstick case, in whatever shade combination you choose, will give your purse a bright springtime lift.



**MICHEL** of Helena Rubinstein's rings the bell with his "Belltop" collection of coiffures. Silk-like bandeau bangs and deeply waved sides and duck-tail back

**Coiffure**

"Thank goodness the waistline is back," says Michel of Helena Rubinstein, internationally famous hair stylist. "Now we can return to the natural, feminine coiffure line, with the sophisticated look women adore."

And with that, he introduces his exciting new "Belltop," a variety of hairdos all based on the youthful, flattering small-head look. "No more artificial wigs," Michel declares. "No more the oversized, unnatural head. I've done away with the tortured look. To me, the hair is a soft fabric and I treat it like soft and delicate silk."

"Belltop" was created by Michel in Paris and was presented at the

top couturier houses where it was acclaimed an immediate success. Winging his way back from the Continent, Michel proudly presents this soft and romantic look to American women.

"Belltop" fashions stem from short hair, cut in Michel's revolutionary "half-pleated design, giving the effect of being longer in the back and shorter on the sides. Sides feature either the "swirl" effect, flipped out and up in a wing-like sweep, or "earloops," the soft cap look close to the head, caressing the ears.

At the neck, the "Belltop" is half-pleated with a duck-tail effect, or completely brushed up to reveal the soft hairline at the nape of the neck.

Above all, is the pointed bell top—a swirl, a peak, or a pool on the crown. The hairline can be smoothed back or brought forward with bangs — swept down, to the side, or V-shaped — resting gently on the forehead.

Michel's new soft silhouette is smart, youthful and lady-like, truly a chic, heady head-liner.

**COTTAGE CHEESE**

The first cheese variety made in America was cottage cheese. Made in home kitchens for centuries all over Europe, this basic cheese variety appeared on the tables of all our earliest settlers as a staple part of the diet. In New Amsterdam, the good Dutch burghers began each day with a meal of home-baked bread, cottage cheese and preserved fruits or jam. Bread and cottage cheese was the between-meals snack, too.



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