

NIAGARA FROM THE AIR—A panorama taken from an American Airlines plane.



NUMBERED in rhinestones is Pat Paterson's new black crepe frock.

**CORNS**  
*Soon Lift Out!*



**Quick, Safe, Sure Relief!**

To quickly loosen and remove corns or callouses, use *New De Luxe Dr. Scholl's Zino-pads* with the separate *Medicated Disks* included in every box. These thin, soothing, healing pads stop shoe friction and pressure; prevent sore toes and blisters; ease tight shoes. *New De Luxe Dr. Scholl's Zino-pads* are flesh color; waterproof. Don't stick to hose or come off in bath. Greater value now—no extra cost! Sold at all drug, department and shoe stores.

**Dr. Scholl's Zino-pads**



now I LOOK FOR THESE WRAPPERS!



Be sure that 30 or more of these genuine Vita-Tonic and Vitron Wrappers are used on your hair. Insist on their use for your own protection!

"I HAD no idea that there was such a BIG DIFFERENCE in Permanent Waves. It took only one "bargain" permanent to teach me a lesson I'll never forget. Now I always say: 'Give me a Frederics Vita-Tonic or Vitron (Croquignole Style) Permanent Wave.' Then, to be doubly sure, I see that genuine Vita-Tonic and Vitron Wrappers are used on my hair."

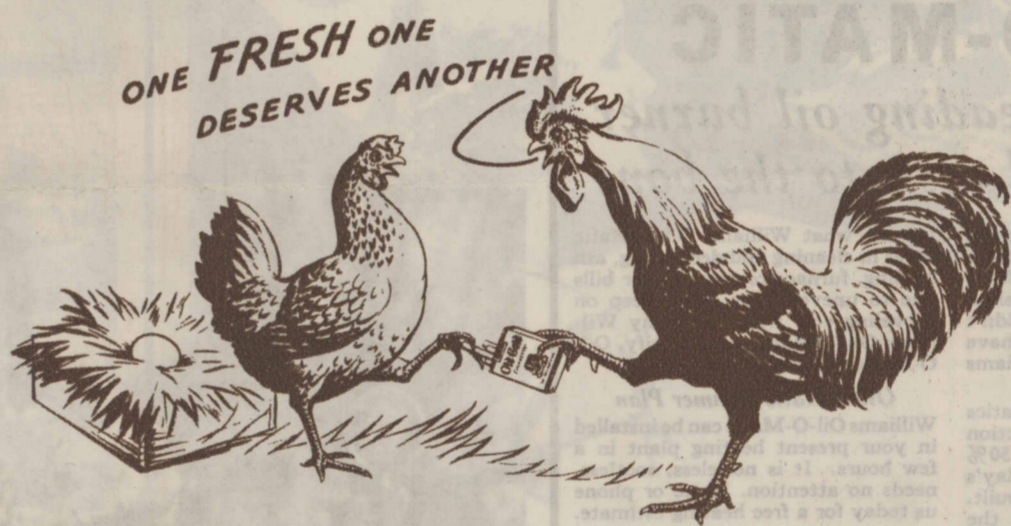
Frederics Permanent Waves are obtainable in either the Vita-Tonic (Spiral) or Vitron (Croquignole Style). Frederics Vitron (Croquignole Style) Permanent is a soft, wide, natural, flowing wave, with plenty of flattering ringlet ends. If, however, you want a deep, tight, lasting wave—or if your hair exceeds 6 or 7 inches in length, we recommend Frederics Vita-Tonic (Spiral) Permanent.

Send the coupon for a list of Authorized Frederics Franchise Salons in your community who give Vita-Tonic and Vitron Permanents. We will also send an interesting booklet, "There's A Big Difference In Permanent Waves." Enclose 10c and we will send you a beautiful purse size cigarette lighter.

**frederics inc.**  
**VITA-TONIC and VITRON**  
*Permanent Waves*

E. Frederics, Inc., 235 East 45th St., New York, N. Y. Dept. 3223  
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**500 FREE PERMANENTS** will be given for the best slogans. Go to your Authorized Frederics shop for Official Entry Blank or write direct to E. Frederics, Inc.



**All Hens lay FRESH eggs!**

**ALL Cigarettes are not FRESH!**

**LISTEN, PEOPLE!** . . . Are fresh eggs better than stale eggs? Everybody says "Yes"! Are fresh cigarettes better than stale cigarettes? Everybody says "Yes"! Two jackets of Cellophane, not one but TWO, stand guard over the freshness of *Double-Mellow Old Golds*. Two jackets, *double Cellophane*,

make the package *air-tight*. Two jackets, *double Cellophane*, keep out dampness, dryness and every other foe of cigarette goodness. Two jackets, *double Cellophane*, give you **FACTORY-FRESH** cigarettes; as fresh as the egg the hen lays in the nest.

(Signed) P. LORILLARD COMPANY  
Established 1760



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