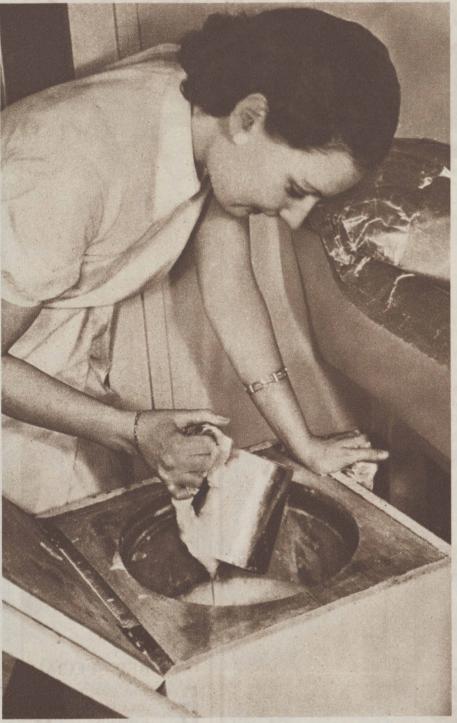
## To Be Beautiful



1. HOT! An attendant dipping up paraffine for the Parisian reducing



2. IN A CAST—The paraffine cools and hardens and, theoretically, breaks down and dispels fatty tissues.

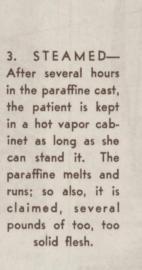
N<sup>O</sup> Measures Are Too Heroic for the Woman Determined to Be Beautiful. Exhibit I: The Parisian Paraffine Ordeal for the Plump (Pictures Nos. 1, 2, 3). Exhibit II: The Hair Dresser's Fearsome Machinery (No. 4). Exhibit III: Removal of Sun Tan Laboriously acquired (No. 5).





4. THOSE WAVES YOU ADMIRE, GENTLEMEN, are the product of intricate gadgets and painful heat, with a finishing-off by a tortid hair dryer more or less like this London machine.

(Acme photo.)





5. ALL SUMMER TO GET A SUN TAN: ALL WINTER TO TAKE IT OFF—A little London treatment devised to undo nature's work.

(Acme photo.)