



### Theatre Bound Sultry, Slimming

Local ladies will make a hit at the theatre in this embroidered matelasse coat. The unbuttoned front won't hide the dress beneath and makes an attractive mate for most dresses.

The embroidered sheath is sure to be popular with the Birmingham-Bloomfield set this fall. Gently shaped, the dress gives a slimming effect and interest is created at the waistline with a covered button.

### New Salon Wave Boasts Special Rollers, Lotion

Helene Curtis has just developed a new professional salon wave especially designed to give hair and body to today's sleek, smooth coiffures. The new wave gives the invisible support necessary to hold the style lines of simple-looking coiffures. With it there are no obvious signs of a permanent in the finished hairstyle.

The secret is in special styling rods—a "refined" waving lotion at a new adjusted neutralizer—also designed to work together to

create today's natural-looking hairstyles.

**THE STYLING RODS** are a key element in giving the new look, for their wider diameter gives softer body waves. Made of flexible plastic with scientifically-placed slots, they permit thorough, uniform penetration of the waving lotion. Regular rods may be used with the new permanent to give a conventional wave.

Because the special rods call for more hair to be wound on each rod, the new wave has a special refined waving lotion with a penetrating agent that reaches all the hair on the rod.

### Two Good Tips

If you want to give a very practical gift to a young man going away to school, consider a shoe-brush. It's a usually-forgotten but most important accessory. Another good idea is a towel rack, on the inside of a closet door, which will hold the trousers, underwear, socks, tie, etc., that he'll want to put on in a hurry the next morning.

### Hit That Spot

Here is a brief compendium of ways of removing spots from washable clothing. Coffee stained fabric should be stretched over a bowl while boiling water is poured over it from a height of two or three feet. Grease stains should be rubbed with a dry cake of soap, then washed with warm suds. Liquor spotted fabric should be soaked in cold water, then washed in hot soapy water. Fruit stains should be rubbed with glycerin and then treated like a coffee stain.



A change of pace style designed by Pierre Henri for Helene Curtis—the long bob is brushed back into a simple "updo." The new salon wave—which gives bulk and body to the hair—gives the style the invisible support necessary to hold its lines.

# SCORE BIG IN WASHABLE, WEATHER-RESISTANT, WINDPROOF CORDUROY COATS

OF HOCKMEYER TWILLBACK CORDUROY BY RINGER, ST. CROIX

Here's our casual campus lineup for boys and men who demand handsome styling with their winter warmth...cotton corduroy cold weather coats lined with orlon acrylic pile, and collared with heavy wool-cotton knit to defy cold breezes.



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*Shop for Men*

305 North Woodward  
Birmingham