casual glance begins at the top and creates that important first impression? Your hair is generally noticed first. For that reason. it's essential that you take stock before you finalize any travel plans. Is your hair living up to the bright personality that you want to project things happen?

Few people realize how important hair can be. More than any other - hair back into condition. After physical feature hair reveals how you feel about vourself and your place in life. On the family level, it indicates your whole life style. Each and every head of hair in your family should reflect the healthy, wholesome attitudes of pride and groom. ing that can make society sit up and take notice!

But hair can't do much for you if « vou ve been taking it for granted. It's easy, when things get hectic, to let hair-care become a hit-or-miss affair. The most exciting hair style can take on a raggle-taggle look, without the proper attention. When you select a style suitable for you. are you sure your hair is up to it. If nothit's a pity, since styles have never been so flexible—so much fun. or so exciting. Choices range from the most maxi Afro, to the highly formal types that call for skillful dressingsoft and controlled. It's no secretthat no matter how you wear your hair it takes effort to make it work for you. Even the most casual style belies the complexsteps it took to \_\_\_\_ achieve that easy-going look. Begin by selecting a style becoming to you. One that you can wear comfortably. with ease and flair.

o assure success, make certain your hair is ready for the style you select. If you have ever! been disappointed in the way your hair behaves, chances are it is out of condition. Many factors can cause this. Including over-treating and just plain neglect. Before you know it, hair refuses to behave Feels limp becomes completely unmanageable. Where there should be a . Time. sheen hair looks dull, without lustre Whom this happens it takes a good hair conditioner to help.

Sheen can be restored and hair .. given that feeling of extra body only when a richly formulated conditioners is applied. Regular use of a to this reliable pressing compound. good hair conditioner such as Long. Tow long has it been since Aid K7, can return vitality to your hair even if it has become limp and lifeless Long Aid K7 is the richly formulated-hair and scalp condition ... er that gives so much body and fullness to your hair Gives you the scarf, or a favorite hair-piece can

hair. Regular use keeps adding to vour hair beauty, day after day.

Women know that pressing can cause hair to become parched-looking dry to the touch, and suffering damage. When this occurs, hair needs a protective pressing compound—one that gives hair the. protection it needs against burning -does it say nice things about the and drying. I suggest Long Aid down those infectious factors that White Pressing Compound, since it contains both moisturizing Lanolin and soothing olive oil to help bring

relieves it briefly, but if care is not taken, the scalp can become raw and chafed. When scalps need this kind of attention, you need a good sulphur product, one that can soothe and help clear up itching conditions. Long Aid Sulphur is a medicated ointment that soothes itchy scalp pleasantly. And it keeps can cause more serious trouble. like the way it fights flaky dandruff, too. That's because it help to maintain a healthy normal scalp and to-



## Your hair tells much about you

treatment, you'll find that it helps heated irons do a better job. With hair back in contion styling takes hold. Ringlets and those popular soft curls can stay in longer, thanks

you've checked scalps at your house? Hair can't look good if scalp is itchy or irritated. Oftentimes an accumulation of natural oils and moisture, a too tight head." teeling that you have more longer cause that itchy feeling. Scratching

keep hair roots clear and clean. which makes it a perfect beauty. There is one that really stands out. its in the see thru jar

You'll find that you can use a Bergamot Hair Conditioner to give your hair that special something This is Long Aid Bergamot Hair Conditioner—an exotic formula of rare oils to condition your hair and - talking about. For a trial size send silicones to make your hair style water repellent. Long Aid Bergamot Hair Conditioner gives hair a fantastic sheen. It's easy to find, sure to include your name and

here are Naturals, and there are naturals! I'm sure you know what I mean. Nothing is loyelier-than, a full-bodied Natural style shining with soft highlights. and wholesome with that look of \*liveliness. It can really win you plaudits when worn with youthful flair. But a natural that has not been tended pr<del>operly can't</del> do athing for you!

More than any other style, a Natural needs the care of a conditioning agent that adds soft sheen and that feeling of body. Long Aid Natural Hair Dressing and Conditioner is ideal for this style. You 'need nothing else. This is the one that does it all . . . dresses and conditions hair at the same time. In one quick spray, it adds that desired brightness that makes a Natural so lovely in its own right. For those of you who like clipped Naturals, this spray conditioner helps them hold up with that look of fullness that is so admired.

Incidentally, the scalp needs the stimulation of brushing and combing. Wearing a Natural should never be an exuse for not treating the scalp to this necessary exercise With a hair dressing, such as Natu. ral Spray Hair Dress and Condimoner, you can give your scalp m maximum stimulation, without

To hair care program can be considered complete without a fine soap, since hair and domplexion care go hand-in-hand. To round out your grooming needs. you need a fine medicated bar that can be used both as a clearing facial soap, and also for a cleansing sham poo. Special ingredients in Long Aid Medicated Complexion Soap help control germs on the skin's surface. These are the same germs that bring about pimples and other skin problems. By soaping up regufarly with this kind of soap, you can actually help keep skin clear of these blemishes. When there are teenage members in the family, a medicated soap such as this is

s you can see there isn't any reason for you, and your en tire family, not to have more attractive hair. For every problem, there is a solution, thanks to the Long Aid family of hair care items.

Most fortunately we are able to offer our readers a trial size of the marvelous soap we have just been your name, address and 10 cents to: Complexion Soap, Dept- 7-AM. Box 2026, Memphis, TN, 38102, Be

