

"A GLAMOUR HAIRDO is a matter of minutes with my Howard Tresses"

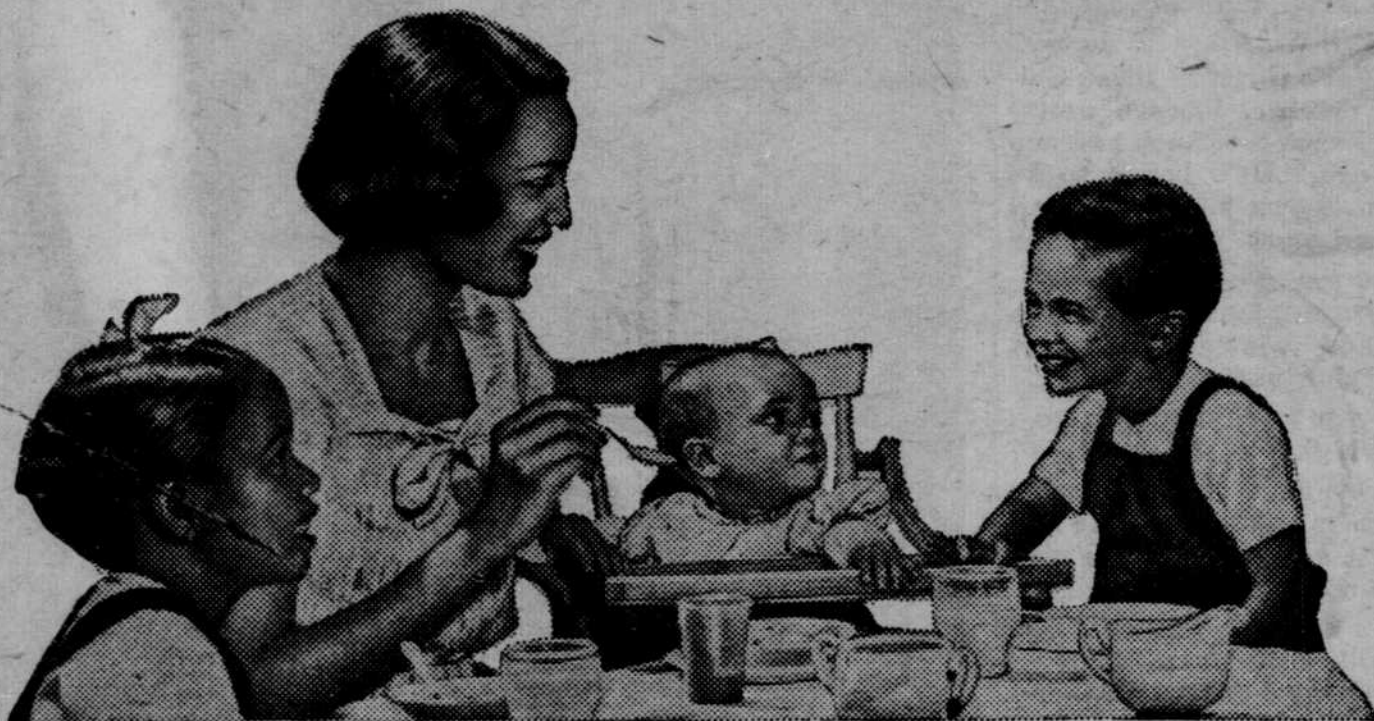
says this attractive career girl—mother!

"Howard Tresses keep me well-groomed quickly. Any girl with a house, a job and babies knows what I mean," says Ophelia DeVore of the fashion world. She's Mrs. Harold Carter in Corona, L. I., pretty wife of proud Harold Carter, of the New York City Fire Department. Ophelia proves a girl can combine career and family, if she makes every minute count, and that's how Howard Tresses help!

"Busy as I am", says Ophelia, "my Howard Tresses Party Belle is grand for a glamour look—it's so easy to wear and keep lovely—I couldn't do without it. My husband says Howard Tresses keep a wife looking like a sweetheart!"



Caution—Lady at Work. Ophelia directs the Del Marco Model Agency. Posing with band leader Buddy Walker, she wears Howard's popular Party Belle, three large puff curls blending with her own hair. Party Belle is made of fine, imported real hair. Ask for No. 950, \$8.00.



Ice Cream for Three: Carol, Jimmy and Marie Carter enjoy a noontime Ice Cream treat: Mommy wears a short bob as a time-saver when minutes count.

She knows her Howard TRESSES creates a real hairdo quickly! (To achieve this effect, order No. 650 Luxury Bob, \$8.50.)

How you can order a Howard Tresses

It's easy to order a Howard Tresses—just choose the one you like on this page and mark it on the coupon below. Please PRINT your name, address and hair color and mail coupon to us. Then get ready for compliments when you wear it!

If somebody else has clipped the coupon, send your order to

HOWARD TRESSES, INC., Dept. No. S-107
143 West 125 Street, New York 27, N. Y.

All Howard Tresses are sold with a money-back guarantee.

YOU SAVE BY SENDING MONEY WITH ORDER!

We pay postage and shipping charges if you send cash or money order with your order.

BUT YOU NEED SEND NO MONEY WHEN ORDERING C.O.D.

We will ship your Howard Tresses collect and you pay the mailman, plus postage.

We show six of over a hundred Howard styles priced from \$2.50 to \$85.00 you may select from the Howard Catalog. Free copy sent if you send a postcard.



No. 425—Double Page Boy by Howard—lustrous, double roll of lovely, wavy human hair, styled and worn by Corinaldi of Howard. Shoulder length, reaches from ear to ear and secured with famous Howard TRESSONS. May be worn in one roll if you wish. A wonderful value at \$5.00, made to your order.



No. 636—Twin Curl Clusters—the very newest hairdo magic for short, short hair: two 4" gleaming corkscrew curl clusters that pin on in a twinkling and lend a brand-new charm to your face; \$11.00 the pair, or \$5.50 each, made to order.



No. 9125—Fascination—a full transformation of fine human hair, made to order for the woman who needs a full wig, and wants simple, youthful charm. Without part, as shown. (To order, measure around your head from nape of neck over ears and forehead and give us your headsize in inches.) \$27.50.

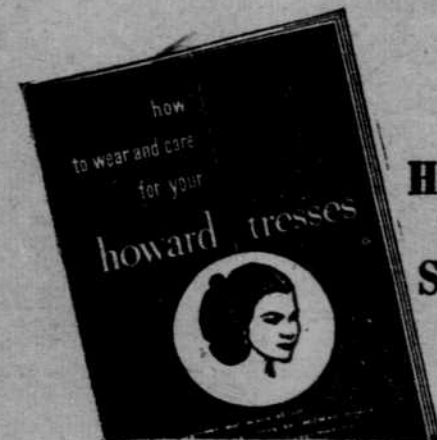


No. 751—Feather Halo Curls—a thick, open-crowned circlet that gives you height, smartness! Created of double-wavy human hair to match your hair color, and made to your order, as are all Howard hairpieces. \$9.00.



No. 712—Glamour Bob-Curls with Bangs—a one-piece, quarter-lined real hair coiffure that you'll wear a dozen ways and all of them charmingly. Your own hair brushes up on each side. Made to match your hair color perfectly. \$16.00.

READY NOW—SENT FREE WITH ORDER!



Howard Tresses exclusive new Service Manual contains valuable tips on hair care!

MAIL COUPON NOW—WITHOUT MONEY—IF YOU PREFER
(We pay postage on orders paid in advance)

Howard TRESSES, Inc., Dept. S-107, 143 W. 125th St., New York 27, N. Y.

I enclose cash or money-order in full payment of my order, which I have "X" d on this coupon. (My money will be refunded if I am not satisfied.) (If you send cash, register your letter.)

No deposit required on C.O.D. orders.
 Please send me C. O. D. the hairpiece "X" d here → I will pay postman the correct amount when he delivers my order, plus postal handling charges for C.O.D. shipment. (Remember, we pay shipping charges if you pay when ordering.) Money back if not satisfied.

(Put an "X" before your choice)

- #950—PARTY BELLE \$8.00
- #425—DOUBLE PAGE BOY..... 5.00
- #636—TWIN CURL CLUSTERpair 11.00
single 5.50
- #9125—FASCINATION—full wig 27.50
- #751—FEATHER HALO CURLS 9.00
- #712—GLAMOUR BOB CURLS with bangs..... 16.00

My hair is:

- JET BLACK DARK BROWN
 - BROWN BLACK Sample of hair enclosed for matching
- (Nominal charge of \$1.75 extra to match mixed grey or light hair.)
(#9125—Fascination wig, add \$2.75 for grey hair.)

NAME _____ PLEASE PRINT
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Howard Tresses Hair Fashions is sent free to you, upon request. Send a postcard and your Howard Catalog will come to you by return mail.