

I can't imagine that beauty salon ad attracting anyone, but the herring fillets ad echoes that style as something admired and aspired to. (I'm not quite "thrilled" with the idea of herring fillets in wine sauce. *ick.*)

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'TIL 9:00 P.M.

SPECIAL! COLD WAVE

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"PARTY-SNACKS"
Herring Fillets in Wine Sauce

READY-TO-SERVE and wonderful eating at lunch, supper, any time. Plump, tender, imported herring fillets steeped in wine sauce and spices. Get a jar today . . . at your favorite food store.

FREE Recipe Book — Write: VITA • 644 Greenwich St. N. Y. 14

→ then → now → → →



Magazine photos that look so modern to us now... will they look dated, ridiculous or even quaint, 50 years from now?

These are a series of pictures I showed my stylist at the beauty salon last Saturday.