

out of colour television research
comes a great new make-up . . .



MAX FACTOR'S

hi-fi



HI-FI FLUID MAKE-UP
in six high fidelity
skin tones
Only 8/11

Now, **FLUID ROUGE** in
three new high fidelity
colours
Only 6/6

Prepared in N.Z. for
Max Factor & Co. Hollywood,
by Selmond & Spraggon Ltd.,
Wellington.

AMAZING

FLUID MAKE-UP

IN NEW HIGH FIDELITY SKIN TONES

NEVER POSSIBLE BEFORE

Hi-Fi, Max Factor's new fluid make-up ends the "made-up" look once and for all! Hi-Fi gives your complexion a lovely, natural skin-true tone . . . day or night in any light.

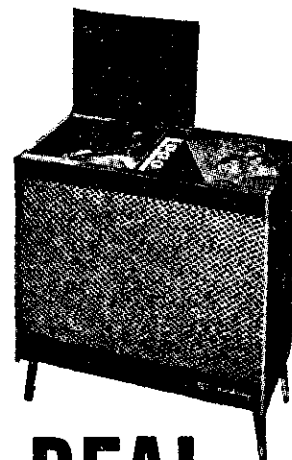
When colour Television's bright lights made existing make-ups look harsh and unnatural the great Television studios called on Max Factor. And he discovered a new colour principle which faithfully reproduced natural skin tones that looked smooth and delicate even under glaring lights.

Now — Max Factor translates this amazing high fidelity colour concept into a liquid make-up *made for you*. Hi-Fi! You'll love the way it looks — true natural beauty . . . softened, heightened, blended to exquisite perfection. You'll love the way it feels — its new lighter texture . . . the way it smooths on quickly, easily. For the high fidelity of a naturally radiant complexion, try Hi-Fi today!

HI-FI DOES FOR YOUR BEAUTY WHAT HIGH FIDELITY SOUND DOES FOR MUSIC



"Buy RCA and own
the best"



**REAL
HIGH
FIDELITY**

High Fidelity offers you an entirely new sensation in listening pleasure—and RCA High Fidelity instruments are designed to make home listening as breathtaking as any live performance you've ever heard! Painstakingly engineered, these superlative reproducers contain components representing the most advanced developments in the field of sound.

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