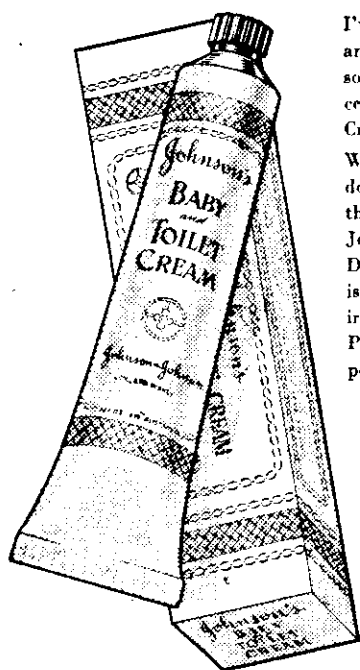


*"Sit up and listen
to me Mum!"*



Johnson & Johnson
(NEW ZEALAND) LIMITED

I've had about enough of you and your chatting and scolding! While I must admit that Johnson's Baby Powder is a must where I'm concerned let me tell you that Johnson's Baby Cream is just as important.

We babies have to put up with a lot. People doing this to you—that to you—and so many things to make your skin scratchy and irritated. Johnson's Baby Cream will help ease what my Doctor calls "Urine irritation" and in addition is just the thing for chafes, prickles and skin irritations. So you see, Mum, Johnson's Baby Powder and Johnson's Baby Cream are the perfect combination.

Johnson's
BABY CREAM

—as necessary as—
JOHNSON'S BABY POWDER
JOHNSON'S BABY SOAP

J8C4 N.Z. Distributors: Potter & Birks (N.Z.) Ltd., 14 Lower Federal Street, Auckland.

The Sensation that Swept America!

Now You Can Give Yourself

A GENUINE PERMANENT WAVE AT HOME

THE new idea that has swept America, Canada, England and Australia, comes to New Zealand. Now YOU TOO can give yourself a glorious GENUINE permanent wave — at ANY TIME in your OWN HOME, in ANY STYLE and at a FRACTION THE COST of a hairdresser's fees.

The thousands of New Zealand women and girls who have been waiting for the "American" Home Permanent Waving Kit can now save pounds and hours and have lovelier perms. than ever.



1. CAN I DO IT MYSELF?

With the "American" Home Permanent Waving Kit it's as easy as rolling your hair up in curlers.

2. WILL IT WORK ON MY HAIR?

Yes, you can wave any kind of hair that will take a permanent, including grey, dyed, bleached and baby-fine hair.

3. WILL IT SAVE ME TIME?

The actual waving time is only 2 to 3 hours, and during that time you are free to do whatever you want. To busy housewives or girls this is a boon. You'll "Perm." your hair as you work.

4. HOW LONG WILL IT LAST?

Your wave is guaranteed to last just as long as an expensive beauty parlour perm. or your money refunded.

5. HOW MUCH WILL I SAVE?

The "American" Complete Perm. Kit costs only 25/-. This does your first perm. Thereafter "Refill Kits" cost only 15/- per perm. All subsequent perms. for friends or other members of your family will cost ONLY 15/-. Your perms. will cost LESS than one-third the price of beauty salon perms., and they are indistinguishable from them.

OH SO EASY!

This is an actual photograph of the New Home Perm. taken in Wellington. If you've ever put your hair in curlers it's THAT easy to give yourself a genuine "salon-type" cold perm. with luxurious softer lovelier waves. Just roll your hair on the special plastic curlers. Damp with waving liquid. Wrap round a towel or turban and then carry on with your daily work. After 2 to 3 hours uncurl, wash with special fixative neutraliser and set in the desired way. Your "American" Home Perm. is GUARANTEED to last as long as the most expensive Salon Perm.

IT'S SO ECONOMICAL!

Your Home Perm. costs but a third of a hairdresser's fees, yet it is every bit as lovely as an expensive Salon wave.

Original "AMERICAN HOME PERM KIT" costs only 25/-
Thereafter Refill Outfits for later perms cost only 15/-

NO RISK — NO HEAT

NO ELECTRICITY!

You run no risk with the "American" Home Permanent. There are no curling irons, no electricity and no heat. This is a genuine cold perm., the latest, safest method now used in the best Salons.

The "American" Home Perm. is gentle on the hair, gives deep soft waves with non-frizzy ends and a lovely sleek lustre that is so much admired.

OUR GUARANTEE

We UNCONDITIONALLY GUARANTEE that the "American" Home Permanent Kit is exactly as represented. We FURTHER GUARANTEE that if after inspecting it you are not ENTIRELY SATISFIED that you can give yourself a lovely genuine perm., you may return it and your MONEY will be FULLY REFUNDED. Under THIS GUARANTEE therefore you may examine for yourself this sensational "American" Home Perm. Kit without cost or obligation. WE STAND ALL THE RISK.

The "American" Home Perm. Kit will be sent to you in a plain wrapper. It contains all the ingredients and materials necessary to give you the loveliest, safest and most natural looking permanent wave you have ever had. The instructions are clear, simple and fully illustrated. You will be amazed at the simplicity of this remarkable Home Permanent Wave Method which has captivated millions of women overseas.

HURRY! MAIL COUPON TODAY!

BRUCE-HOWE (N.Z.) LTD.,
22 Brandon St.,
G.P.O. Box 1560, Wellington.

Please send me in plain wrapper a complete "American" Home Permanent Waving Kit. I understand that if I am not entirely satisfied I may return the kit and my purchase price will be fully refunded. I enclose 25/- the complete cost. (Refill Outfits for subsequent waves will cost me only 15/-)

NAME

ADDRESS

If more convenient, you may with confidence send 30/- or £2 and the correct change will be promptly returned to you. R.L.2

NEW ZEALAND LISTENER, NOVEMBER 19