

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 THIS 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 1860, 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. 1.4/3



THE ENTICING CUCUMBER

FEW people can resist the appeal of fresh and crisp cucumber—but take note of the word "crisp." Cucumber which has been sliced and left soaking in vinegar for 24 hours will be tough—and indigestible. It is best to peel and slice them only a half-hour before meal-time, and leave them in a tilted dish so that the liquid may drain off; then sprinkle with pepper and a little vinegar. One Link in the Daisy Chain, whose digestion was not equal to the ordinary cucumber, told me that she peels them, scores the sides with a fork, slices finely, and then puts the slices into a bowl and covers with a little cream (or top milk). She turns the slices occasionally with a silver fork, and eats them after an hour or so, without vinegar. In any case, it is better for each individual to add his own vinegar, for soaking really spoils the delicacy. Freshly-pulled cucumber simply peeled and eaten with bread and butter and, perhaps, cheese, is really delicious, but for this it is necessary to grow your own—or have your neighbour grow them—as they should be straight off the vine.

People often ask whether cucumbers are more easily digested if sliced and sprinkled with salt and allowed to stand some time before serving. The answer given by an American authority is this: "There is no evidence that salt makes cucumbers easier to digest. Salt draws water from the cells and make the cucumbers limp and unappetising. This water contains valuable minerals and vitamins, which would be lost."

Cucumber Sauce

This is delightful with cold meat. Peel and grate a cucumber, and add it with ½ teaspoon mustard and 1 tablespoon chopped parsley to 1 cup of good mayonnaise. Serve on slices of cold meat.

Cucumber and Fish

This is a cool and pleasant dish in hot weather. Note that the cucumber is not previously put into vinegar. Into a casserole or pie-dish cut up snapper, mullet or other fish, into suitably sized pieces, sprinkle with chopped onion, add a little spice, a few cloves and peppercorns, and cover with vinegar. Cover with lid or greased paper, and bake in a moderate oven till cooked—about half an hour. Leave till cold, lift out fish, without breaking, into individual plates, garnish with lemon and strain the liquor over. Eat with freshly-sliced cucumber.

Greek Slippers

Select short, thick cucumbers. Par-boil them gently in slightly salted water until about half-done. Then cut them in halves, lengthwise, and scoop out the seeds. Have ready a stuffing made by mixing together 1½ cups of finely chopped (or minced) cooked meat, ½ cup of canned spaghetti in tomato sauce (bought at grocer's), ½ cup breadcrumbs, pepper and salt to taste, 1 tablespoon butter (mixed with the bread-

crumbs), and a beaten egg to bind all together. You can vary this mixture by using stewed tomatoes for the spaghetti, but the latter adds to the value. Fill the halved cucumbers with this mixture, piling it up high, and sprinkle with more breadcrumbs, and put a tiny dab of butter on each. Arrange the "slippers" in a casserole and bake till browned and nicely cooked, approximately ½ hour.

Cucumber Relish

This was sent by a Link with the pseudonym of "Hopsy." One pound apples (peel before weighing); 1½lb. onions; 1½lb. cucumbers (do not peel before weighing); 1lb. sugar; 1 teaspoon pepper; 1 dessertspoon curry powder; 1

DATE QUEEN CAKES

One teacup of sugar; 1 egg; ¼lb. butter; ½lb. dates; 1 heaped breakfast cup flour; ½ teaspoon baking soda dissolved in ½ teacup milk. Walnuts may be added if desired. Cream butter and sugar together, add the well-beaten egg, then gradually add the flour alternately with the milk and soda. Add dates (cut into small pieces) and bake in well-greased patty pans in a moderate oven approximately 15 minutes.

pint vinegar; 2oz. salt. Mince apples and cook them in the vinegar. When soft, add the sugar, pepper, salt and onions. Cook this till soft; add the minced cucumber, and boil about 5 minutes. To colour, add 2 tablespoons turmeric.

Pickled Cucumbers

In a small barrel or stone jar, put a thin layer of salt and sugar, then grape leaves. Now put the cucumbers—do not cut or skin them. Repeat till jar is full. Seal well, and the pickle will be ready in about 2 months.

Cucumber Chutney

Four pounds cucumbers; 4lb. apples; 4lb. onions; 1oz. garlic; 12oz. raisins; 2lb. sugar; 1oz. cloves; 4oz. preserved ginger; 1oz. powdered peppercorns; 1oz. cayenne (or less). Cut up cucumber, sprinkle with salt, and leave overnight. Pour liquid off. Cut up other fruits, etc., finely, mix with strained cucumber, and other ingredients. Cover with vinegar and boil 1 hour.

FROM THE MAILBAG

Stained Sheets

Dear Aunt Daisy,

Can you please tell how to remove flea marks from sheets? I have recently come into possession of four good bed sheets, but unfortunately they are badly marked as outlined.

Ordinary washing methods have failed to be effective. "Grateful," Auckland.

I think I would try peroxide for the unsightly flea-marks, although they are probably now of too long standing to be

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