

# All these Good Foods

you  
get in delicious

## FORTIFIED Ovaltine

Consider the ingredients of Fortified 'Ovaltine' . . . ripe barley malt . . . fresh creamy milk . . . new laid eggs . . . rich sources of valuable vitamins, minerals and other important food properties.

'Ovaltine' has always provided the maximum health-giving quality at the lowest possible price. Yet the 'Ovaltine' Research Laboratories which have an International reputation have continued to explore the possibilities of further improvements. And now EXTRA quantities of two important vitamins and three essential mineral salts have been added to 'Ovaltine' in the form in which they can most readily be assimilated by the system. There never has been any substitute for 'Ovaltine.' And now its famous qualities of restoring health, strengthening resistance to illness, building up the body and bringing deep refreshing sleep have become even more effective.

TODAY IN ADDITION TO MALT, MILK AND EGGS, DELICIOUS 'OVALTINE' GIVES YOU EXTRA NATURAL VITAMIN A, EXTRA NATURAL VITAMIN D, EXTRA IRON, EXTRA CALCIUM, AND EXTRA PHOSPHORUS.

Drink delicious FORTIFIED



# Ovaltine

The World's most Popular Food Beverage

A. WANDER LTD., LONDON.

N.Z. FACTORY: NORTH ROAD, PAPANUI, CHRISTCHURCH.



Today—every 100 grams of 'Ovaltine' contains, by analysis, not less than 14 gm. Protein, 7.0 gm. Fat, 70 gm. Carbohydrate, 599 milligrams (.599%) each of Calcium and Phosphorus, 24.5 mgm. (.024%). Iron: 3530 International Units Vitamin A, 952 International Units D, 140 International Units B1, and 8 mgm. Niacin.

# SUCCESS is GUARANTEED

With The ORIGINAL 'AMERICAN' Genuine  
**HOME PERM. WAVING KIT**

Or Your MONEY FULLY Refunded.

AT the right is an actual photograph of the amazing "American" Genuine Cold perm. done at home. Any woman or girl can now perm. her own hair at home with **GUARANTEED SUCCESS**. You can choose ANY **STYLE** you desire and you will **SAVE POUNDS and HOURS** and have a **LOVELIER PERM.** than ever.



## OH, SO EASY!

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 neutralizer and set in any style you desire.

## IT'S SO PROFESSIONAL LOOKING

No one can tell the difference between an "American" Home Permanent and an expensive hairdresser's cold perm. The SAME MATERIALS AND METHODS are used and the same perm. is secured.

## 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.

# NEW REDUCED PRICES

Owing to the phenomenal demand for the GUARANTEED "American" Home Perm. Kit we are happy to be able to announce **NEW REDUCED PRICES**, thus bringing this famous "American Kit" within the reach of EVERY WOMAN and girl.

**Original "American" Home Perm. Kit now only—**  
**Refill Kits for Later Waves now only 12/6**

## OUR GUARANTEE

So successful is the "American" Home Perm. Kit that we UNCONDITIONALLY GUARANTEE it. 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. We FURTHER GUARANTEE that provided the directions are followed, your perm. will be a complete success. Under THIS GUARANTEE therefore you may examine for yourself this sensational "American" Home Perm. Kit without cost or obligation. WE STAND ALL THE RISK.

## Read These "SUCCESS" Letters

Reporoa, ROTORUA,  
10th February, 1949.

Dear Sirs,  
Would you please send me a Home Perm. as I am looking forward to it. My friend's hair is lovely and she says it is the best she has ever had—so soft and natural.  
(Sgd.) (Mrs.) E. N. MOORE.

Orepuki, SOUTHLAND.

Dear Sirs,  
In November last year I bought one of your permanent waving outfits. Used it to "Perm" long white hair (the lady is eighty). The wave is an outstanding success.  
(Sgd.) E. FOWLER.

P.S.—Second wave equally successful.

66 Herdman Street,  
Watervliet, GREY LYNN,  
March 3, 1949.

Dear Sirs,  
I feel I must write and tell you what a tremendous success your "American" Wave Set is. My hair is soft and shiny and the curl looks very natural. I have never had such a beautiful perm.  
(Sgd.) A. SLIGO.

P.O. Box 7,  
HAVELOCK NORTH,  
February 23, 1949.

Dear Sirs,  
Would you kindly forward me a replacement "American" Home Permanent Waving Kit. I would like to mention my entire satisfaction with the first perm.  
(Sgd.) D. E. SIEVWRIGHT.

**"Hurry! Mail this Coupon Today"**

BRUCE-HOWE (N.Z.) LTD.,  
Nathan's Buildings, Grey Street,  
C.P.O. Box 1560 L, WELLINGTON.

Please send me in plain wrapper a complete "American" Home Permanent Waving Kit. I understand if I am not entirely satisfied that I can follow the directions and give myself a charming natural-looking Wave. I may return the kit and my purchase price will be fully refunded. I enclose £1, the complete cost. (Refill Outfits for subsequent waves will cost me only 12/6.)

NAME.....

ADDRESS.....

N.Z. LISTENER, DECEMBER 9, 1949,