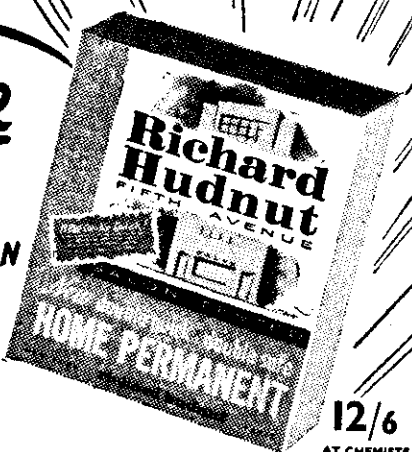


RICHARD HUDNUT announces the all-new *Double Quick* home permanent with revolutionary BEAUTY RINSE Neutraliser

**FOR FASTER
WAVING**

FOR FIRM TIGHT CURLS ON
NORMAL HAIR
FOR HARD-TO-WAVE
HAIR



1. **NEW! Beauty Rinse Neutraliser.**
With creme rinse built-in. Automatically neutralises, conditions and beauty-finishes hair in one quick step. Gives you bouncier, prettier, longer-lasting curls with a never-before kind of natural lustrous softness. Never that "new permanent" look!

3. **NEW! Double - Quick waving lotion.**
Balanced and buffered to protect hair vitality and health. Insures a curl that goes right to the ends.

2. **NEW! Double - Quick method.**
Eliminates all nuisance steps. No messy dripping time. No waiting for hours while hair dries on curlers. Takes less time from start to finish than ordinary types of home permanent. You can unwind curls immediately!

4. **NEW! Salon custom-timing** for just your kind of hair. You control the curl with professional-type safeguards. No frizz, no fuzz, no "fail to take." Say goodbye forever to that "new permanent" look!



Richard Hudnut
now provides a tried and
tested home permanent for
every type and condition
of hair!

1 "DOUBLE QUICK"

- For Faster Waving
- For Firm Tight Curls on normal hair
- For Hard-to-wave hair

IN A GREEN CARTON... 12/6

2 "REGULAR"

- For Soft, Natural Curls on normal hair
- For Easy-to-wave hair
- For Tinted, Bleached or Lightened hair

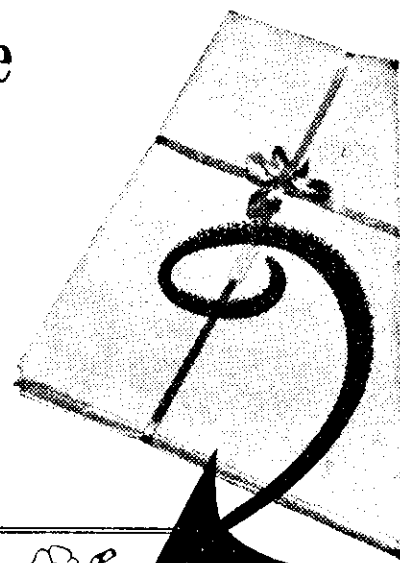
IN A GREY CARTON... 12/6

3 CHILDREN'S

The only Home Permanent specially designed for fine-textured children's hair... 10/6

Prepared in N.Z. for Richard Hudnut Ltd., Federal Street, Auckland.

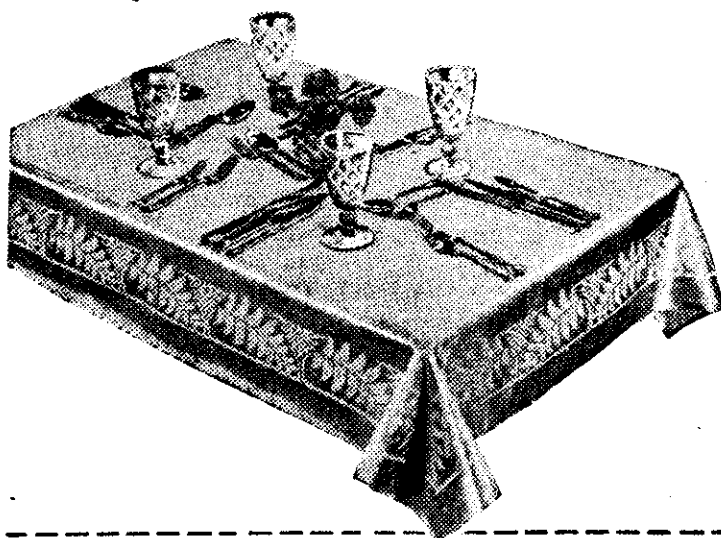
If it's Pure
**IRISH
LINEN**
it should
say so!



Pure Irish Linen, the most coveted of all fabrics, is becoming readily available again. Tablecloths, sheets, pillowcases, table napkins, tea towels, guest towels and many other household items, all in pure Irish Linen, are on display at any of the better stores. See them . . . feel the famous smoothness of this strongest, most lovely of fabrics. But, before you decide, make sure you are buying *pure* Irish Linen. Most Irish Linen carries a distinctive label. Another check is to hold the article up to the light — pure Irish Linen will show the threads thicker in some places than others. Don't be confused by similar-sounding terms.

If it's Pure Irish Linen it should say so!

Strongest-most beautiful of fabrics !



Irish Linen Assn., G.P.O. Box 1998, Wellington.

Please send by return post copy of your Free Booklet "Irish Linen in the Home."

Name.....

Address.....