

HERE'S WHY USERS PREFER...

Richard Hudnut home permanent wave



1. Gives you the wave you wish you were born with—soft, luxurious, natural-looking.



2. Quicker by far—saves half hour or more per permanent.



4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends



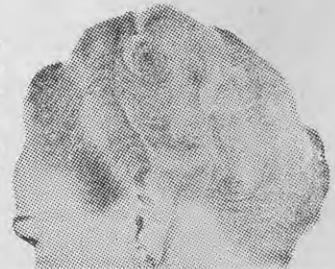
3. Easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult!

5. Lasts longer—gives weeks more pleasure and prettiness.



7. More manageable—greater coiffure variety.

6. Doesn't dry hair or split ends; includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."



Complete Kit: 27/6
Refill: 13/6

At all Chemists and
Department Stores.

Get a RICHARD HUDNUT HOME PERMANENT to-day—follow the easy directions and you'll say like thousands of others, "I'm thrilled with my Richard Hudnut Home Permanent!"

Made by the
Famous makers of
"Gemey" and "Three Flowers" Cosmetics