

PENNEY'S
J. C. PENNEY CO., INC.

the smartest idea ever—your nails in highly lustrous colors of fine lacquer.

Sensational Charm-Kurl
PERMANENT WAVE KIT

Do it yourself at home. **ONLY 59¢**
Each kit contains Permanent Wave Solution, shampoo, curlers and wave net. Safe. Nicely back brushed. Get a Charm-Kurl kit today.

An American Product Made in U.S.A.

The smartest idea ever—your nails made gorgeous with the highly lustrous colors of fine lacquers. Beautiful beyond description—and lasting beyond all need—they keep their astonishing luster 'til the last. Breath-taking shades—and with each there comes a bottle of Hi-Luster LACQUER, not base.