

no lotion!

New kind of
Home Permanent
from
Procter & Gamble

**The end papers do the
waving for you**



Costs no more than lotion permanents—\$2 plus tax.
Choice of 3 strengths: Regular... Gentle... Super

Every end paper contains its own waving ingredients—just the right amount for each curl

Because the end papers themselves measure out the waving action, your PACE wave will be perfect

Easiest, fastest way yet to a really lasting permanent—just wind, wet with pure, clear water, and neutralize

Why didn't somebody think of this before? A home permanent with the wave in the end papers instead of a bottle of lotion. That's Procter & Gamble's new PACE.

Guesswork taken out. Because each paper contains just the right amount of waving ingredients—never too much, never too little—you get a perfect permanent automatically.

No more waves that take in one place, don't in an-

other. No more stragglers or strays. No more "first week" frizz.

No messy, strong-smelling lotion. Just wind your hair as usual, wet with water, neutralize, and look! An even, lasting wave that looks like a gift of nature.

So now there's no reason to leave the house for a permanent. Not when it's next to no fuss at all to get one at home. That's with PACE—the worry-free way to a perfect wave. How about today?

Wind curls as usual. Any home permanent curlers will do. (End papers do the waving.)



Squeeze on plain, clear water with PACE's handy plastic bottle. No messy, strong smelling lotion.



Pace *Procter & Gamble's
no lotion permanent*

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