



run your fingers thru it!

You have to *feel* Toni's HIDDEN BODY! There's new softness. No snarls, no tangles—no dry fly-away hair! The secret? New conditioning liquids never before used in permanent waving. That's why the result is something new... HIDDEN BODY!

fluff it up...
it stays up!

No curl "letdown"—even in dampest weather! Shampooing can't weaken it, either! Toni's HIDDEN BODY wave really stays for months and months!



side the front walk and planted some petunias in it. At last she stood up and surveyed her handiwork. The spittoon made a handsome flower holder, she allowed. She smiled her wry, thin smile and went back into the house.

The sun was going down when Burr returned home. He noted the petunias as he drove in the lane, then the gleam of the spittoon. Burr jammed on the brakes and bounded out of the truck without even shutting off the motor.

He found Ettie lying on the bed with a cloth over her eyes. The shades drawn.

"Ettie!" Burr bellowed. He was not used to bellowing, and the sound of his own voice surprised him.

Ettie took the cloth off her eyes and sat up slowly. "Shhh," she said. "I have a sick headache." She fell back listlessly into the pillows.

"You threw out my spittoon," he accused, but he did lower his voice.

"Please, Burr," Ettie whined, "my head is almost splitting. I can't talk about anything now. Here," she said, "would you put some more cold water on this cloth for me?"

Burr took the cloth and stumbled out. He didn't come back.

When Ettie heard the roar of his truck headed back toward town, she got up and went to the kitchen to start supper, humming a rusty tune.

Burr returned late that eve-

ning. He didn't say anything about the spittoon, and Ettie wisely didn't mention it again either. But she did mention the stove.

"Your gas stove will be here Monday morning," Burr finally told her. "The man from the store is coming out."

"Well, that's mighty nice," Ettie said. "But you'll have to tell him to come early. I want it all installed by the time the association ladies get here."

She smiled to herself. She



knew how to handle a husband!

Monday morning Ettie was so busy bossing the man installing the stove and getting ready for her meeting that she didn't have time to so much as look out the window. She was just finishing smoothing her iron-gray hair when she heard a knock at the door and hurried to open it.

There on the steps were three of the beautification ladies, staring in shocked silence at the barn.

High up on a scaffold, two men had nearly finished painting the whole side of Burr's big barn.

It was now a garish orange-and-black, and in bold letters urged each passer-by, "Chew Plantation, the World's Finest Chewing Tobacco."

never before a permanent so highly stylable!

Toni's HIDDEN BODY makes your hair so manageable... so easy to style...you can even change curly hairdos into smooth...and back again.



New! FLIP-UP END PAPERS

Can't slip or stick together! So convenient...they flip-up one at a time! Only TONI has them.