

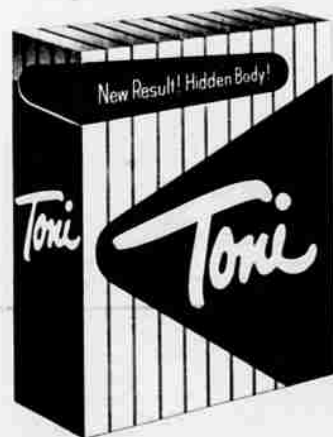


run your fingers thru it!

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!

curly styles...  
softer, lovelier!

Costly conditioning liquids in New TONI leave your hair softer, more manageable than ever before. And Toni's HIDDEN BODY wave stays for months.



put hidden body in your hair!

No matter how you wear your hair, curly or smooth, Toni's HIDDEN BODY holds a set like no other permanent can. Try it!



**New! FLIP-UP END PAPERS**

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

## TO MEET A MEDICAL EMERGENCY

1. Before an emergency arises, get to know a physician who will serve your family whenever help is needed.
2. Learn whom you should call if he is ill, away, or busy with other patients.
3. Know the number of your medical call service, the nearest hospital and police and fire.
4. Remember that the telephone operator may know what to do.
5. Learn enough first aid so you can give emergency treatment until the physician arrives.
6. Maintain a properly equipped first-aid kit in your home, shop, and automobile.
7. Learn what constitutes an emergency illness.



Larger medical societies usually have a telephone answering service and lists of available doctors, sometimes arranged by districts. Ordinarily the doctors are called in rotation by the contacting agency.

Smaller medical societies tend to use hospital switchboards as contacting agencies. Physicians are on call from one day in the larger societies to as long as a month in the smallest.

In predominantly rural communities, a telephone exchange is not practical, so physicians check with one another when one is to be absent. The local telephone operator usually knows where a physician may be found.

In very small communities where there is but one doctor, he often trades days off with a doctor in a nearby town in order to be sure his community has coverage. The purpose is the same—to have a doctor always available to meet an emergency.

What constitutes an emergency? Generally speaking, acute continuing pain, bleeding that will not stop, interference with breathing, sudden unconsciousness without quick recovery, or signs of shock. Shock symptoms include extreme weakness, pallor, and much perspiring after an injury, pain, or collapse. Naturally, a heart attack always is considered an emergency.

Whether large or small, the emergency medical call plans receive their share of nuisance calls. In Hartford, Conn., in the dead of night, a man whispered into the telephone: "Quick! A doctor! I just swallowed poison!"

When the doctor arrived on the scene, the man burst into laughter. "I just wanted to see how quickly I could get a doctor," he explained.

There is no record of the doctor's reply. But there is an impressive record of lives saved throughout the country by the emergency medical call plan.