YOUR PERMANENT WAVE
eugene tells you how to keep it at its best throughout the year

THERE comes a time in every permanent wave, when the growth of new straight hair displaces the waved portion by a half inch each month—three inches in six months! What can you do about those new inches? You can do what the European woman does. You can have your Eugene Permanent Wave give the newly grown straight hair a permanent way to match your old wave—without rewaving the waved portion of your hair!

There is no season for beauty! In England and in the Continent, the woman of society recognizes no season for hair beauty. She has her hair permanently waved to secure the charming effect of a wavy coiffure. As soon as new straight hair displaces her wave, she gives a new wave—three inches in six months. The European woman makes no exception, regardless of month or season—she visits her Eugene Waves to maintain her permanent waves at its best.

Nor does she go to a Bargain Wave
It is a strange fact that, in spite of the greater buying power of the European woman, she pays a higher price for her permanent wave than does her American cousin. She does not look for bargains in so personal a matter as the waving of her hair. She places the emphasis on the beauty of the result—grows out of her wave, in fact, to find and pay for the best of skill and experience in permanent waving. Her hair is worth it.

The gentle European Method
The Eugene Method of Permanent Waving, used in nineteen of the first shops abroad, is now in use everywhere in America. It is distinguished from all other methods by its gentleness—by its complete control of the waving. Thus, the tender ends of the hair are not damaged, and your Eugene Waves will last longer than any other waves in the world. The Eugene is the first wave for the woman who wants permanent waves without suffering.

The Eugene Set is the Secret
The internationally patented Eugene Set makes this lasting waving possible. Eugene Sets are made of a non-irritating material, perfumed only to the means of the hair. Eugene Sets are relatively strong and concentrate the energy—permitting the use of the mildest waving agent. Eugene Waves with partial permanencies are used for waving "those few new inches"—effectually combining the treatment of the new growth with promoting the already waved hair.

To Keep your Wave at its best
This is our prescription for keeping your permanente wave at its best throughout the year:
First: Waves three new inches as soon as they become noticeable.
Second: Set your wave daily with a quick-drying, greaseless lotion.

See that the Eugene Wave-Setting Lotion is sold by

The Eugene Method and "Those New Inches"
Eugene, Ltd., 610 Fifth Avenue, New York City
An International Organization, Serving the Beautician.

Visit your Eugene Wave Now
If you have never known the comfort and convenience of a beautiful Eugene Permanent Wave, there is no better time to order it than now, just before the holidays and the height of the social season. If you have been waiting for your last permanent to grow out entirely, wait no longer for those few new inches separately waved to match your old wave. The cost of this Eugene permanent wave is no higher than a few waves.

Be Sure You Get the Genuine
Do not permit the use of substitute orifices on your hair. Look for the famous Eugene Trade Mark Symbol printed on each of the 25 to 35 Eugene Sachets used for every genuine Eugene Permanent Wave. If you do not know the names of genuine Eugene Permanent Waves in your vicinity, write us for a list. Ask also for our interesting illustrated brochures, "The Eugene Method" and "Those New Inches."

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