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There's more to a wave  
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You get more than waves in a Eugene Permanent Wave—you get curls... Permanent curls—framing the face, softening the neck-line, peeping out beneath your hat. Not every waving method can give both permanent waves and indestructible curls!

Eugene, alone, by the combination of his new Reverse-spiral Winding and the standard Eugene Spiral Winding, gives hair-dressers the means to assure a profusion of permanent curls in addition to natural, rolling permanent waves.

For your shortest hair, smart hair dressers wind from the ends to the roots, without overlapping, and fix the wave with the new Eugene Reverse-spiral Sachets. For your longer strands, they use standard Eugene Sachets and wind from the roots to the ends, the only completely satisfactory method for permanently waving hair that exceeds five or six inches in length.

There's no mistaking the genuine Eugene Permanent Wave. Each Sachet (or waving wrapper) is identified by the Eugene Trade Mark figure. Look for it on each Sachet. Permit no substitutes. Remember, it's your hair—you're the one to be pleased... Eugene Ltd., New York and Paris.

e u g e n e  
permanent waves



EARTHQUAKE FISSURES near Anchorage, Alaska.  
(Associated Press photo.)



DISTURBANCE IN ENGLAND.



WATER POLO played with speedboats on the Metedeconk river, in New Jersey.  
(Associated Press photo.)



ST. MARY'S ISLAND, off the British coast.  
(Acme photo.)