A fair Easter harvest. A flowering field on a lily plantation near Long Beach, Miss., on the Gulf Coast. The section supplies thousands of blooms for the Easter market.


At the Annual Permanent Waving Contest, held recently under the auspices of the American Master Hairdressers Association, at Hotel Commodore, New York City.

Nestle Circuline Permanent Wave

Wins the Four Highest Awards for Beauty Speed Safety

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The greatest event in the Beauty Industry here or in Europe has always been the Annual Permanent Wave Competition of the American Master Hairdressers' Association. The contesting hairdresser who wins the first prize becomes a celebrity—her future is assured. She must work gently, quickly, the wave must be most beautiful and—most important—without injuring the texture of a single hair.

At the recent competition most contestants placed their faith in the Nestle Circuline Process as the one most likely to win for them the coveted cup and gold medal. Out of a total of nine prizes seven, including the cup and the first four awards, went to Circuline users. Why?

Because by the Nestle Circuline Method the hair is tested in advance. Each head is treated individually. No ammonia, borax or other harmful chemicals are used.

Circuline is the result of twenty years practical research at the Nestle Laboratory [original inventors of permanent waving—1905]. In gentleness and adaptiveness it outdistances any imitation method. There are ten different Circulines— one for each class of hair.

Write today for the Circuline booklet and the names of the Circuline hairdressers nearest you.

C. Nestle Co.
15 East 49th Street, New York.