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The Nestlé Permanent Hair Wave



Before Waving

THIS discovery is becoming more and more popular. Even our London records of permanent waving were broken by the New York establishment this summer. And yet we had to select our public. We discouraged every client who desired the well-known "frizz," which is made by twisting the hair in rope fashion over hair curlers much too thin for human hair not to be injured by them in time. The "frizz" is, of course, most effective, but it means this to human hair:—



Nestlé Waved

When you rub a smooth piece of paper between the palms of your hands you get visible creases. These creases weaken the paper and similarly "frizzy" hair has its cortex creased. It is weakened and in many instances breaks off some time after. The "frizz" is done by people, generally hairdressers who own and speak of "waving machines." It is the result of machine work, and not of brain and knowledge. The Nestlé method never gives a single crease to the hair cortex.

The transformation of straight hair into wavy character is absolutely on scientific lines which must be beneficial to every hair, no matter how often such hair is waved. Does the reader know why there is such a thing as naturally curly or wavy hair? Don't guess, but read the solution in Mr. Nestlé's booklet on this subject, supplied free of charge. Mr. Nestlé, the original discoverer of the permanent waving principle and the principle of the curly hair growth on children, is the first scientist to give a definition and to prove it. At our London and New York establishments the straightest and lankiest hair is transformed into naturally wavy within two hours. It can then be washed; neither sea-water, hair lotion, steam of the bath, or any other application of humidity influences it. Indeed, if human hair did not grow away from the head, one application of Nestlé Permanent Waving would be the waving of a life time. It is only owing to the fact that our hair grows about one-half an inch per month, that this waving has to be repeated again from time to time. Over 50,000 heads have now been treated by the inventor and his staff since permanent waving first was offered to the public in 1905 in London. It is the only waving applied to most of the crowned heads of Europe. It may, in fact, be called the solution of the straight hair problem for those who are able to avail themselves of it. The cost for permanent waving is according to the quantity waved. It can be had from \$12.00 upwards.



The Nestlé Waving Home Outfit

Ladies desiring to wave their own hair are offered our Home Outfit. This contains the replica of our own method and implements. The heating agent required is taken from any electric lamp, and the heat that reaches the hair is actually less than that required for ordinary iron waving.

Mr. Nestlé, who is in attendance personally in New York, sees to each sale of a Home Outfit and gives exact directions. A pattern curler is given, showing how the hair for which the Outfit is purchased should be wound. The guarantee which goes with this Outfit is that any hair for which the Home Outfit has been sold can be successfully waved by the means of the Home Outfit. Over 2,000 of these are in actual use throughout the United States and Canada. Its price is \$15.00. This article is not sent on approval and money cannot be returned on any ground except where it can be shown that the article could not answer the purpose for which it was sold. Intending purchasers should apply for our coupon on which particulars must be given for our experts' guidance, and also a sample of the hair must be supplied. The Home Outfit is guaranteed to be absolutely harmless.



The Nestlé Treatment for Children



Every mother knows that baby's hair can be made to grow naturally curly if she only knows how to go about it. She knows that others have done it. Mr. Nestlé in his booklet will tell you how. Any baby's hair will grow curly if it is helped to grow on the lines given by Mr. Nestlé. More than 10,000 mothers are treating their children by the Nestlé Treatment. Illustrated booklet free.

Apply for our illustrated and free explanatory Booklet.

C. NESTLÉ CO.

657-9 Fifth Avenue, Corner 52nd Street, New York
Telephone Plaza 6541

London, 48 South Molton St. and 43 Dover St.

Pupils of good education between the ages of twenty and thirty-five are now instructed by Mr. Nestlé in permanent hair waving as a profession.

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Table \$39.50

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Bookcase as illustrated of Solid Mahogany..... \$43.50
Library Table as illustrated of Solid Mahogany..... \$39.50
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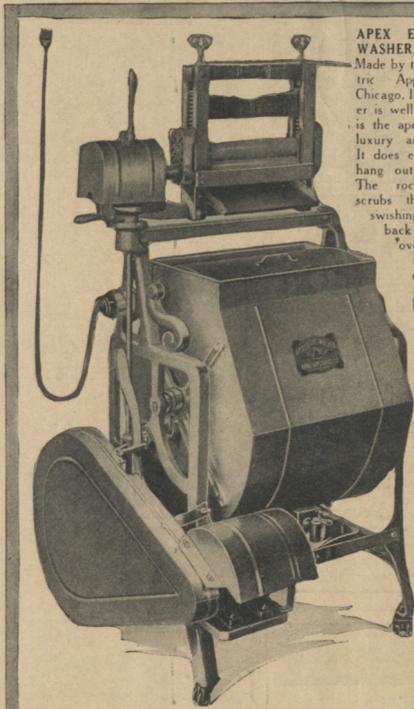
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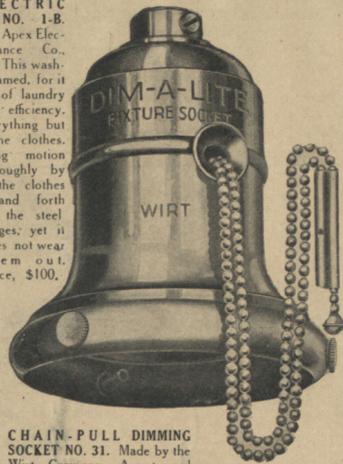
The New York Tribune

ALL HOUSEHOLD APPLIANCES ILLUSTRATED ON THIS PAGE HAVE BEEN TESTED AND APPROVED BY THE TRIBUNE INSTITUTE

DETAILED DESCRIPTIONS OF ALL THESE UTENSILS ON PAGE 6, PART IV.



APEX ELECTRIC WASHER, NO. 1-B. Made by the Apex Electric Appliance Co., Chicago, Ill. This washer is well named, for it is the apex of laundry luxury and efficiency. It does everything but hang out the clothes. The rocking motion scrubs thoroughly by swishing the clothes back and forth over the steel ridges; yet it does not wear them out. Price, \$100.



CHAIN-PULL DIMMING SOCKET NO. 31. Made by the Wirt Company, Armat and Lena Streets, Philadelphia, Penn. This is a permanent fixture, meant to be wired to the electroliner in place of the ordinary socket. The device is made so that a globe or shade may be attached to it. Price, \$1.50.



WALKER ELECTRIC DISH-WASHER. Made by Walker Bros. Company, Syracuse, N. Y. This picture shows just how compactly the dishes may be packed in the electric dish-washer which is shown, closed and ready to run, on the Tribune Institute page. Price, \$75.00.



DIM-A-LITE, NO. 23. Made by the Wirt Co., Armat and Lena Streets, Philadelphia, Penn. This portable socket fits any lamp socket, so that the Dim-A-Lite may be transferred to hall, bath-room, sick-room, nursery or any place where a dim light or a night-light is needed. It is unbreakable and will not burn out. Price, \$1.10.



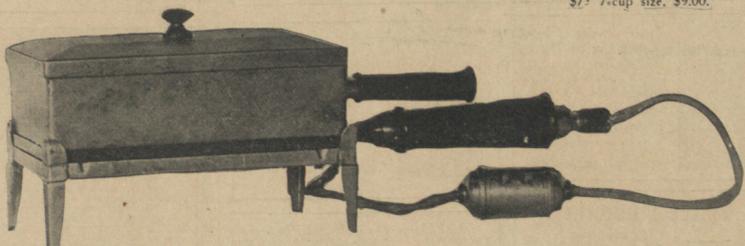
SIMPLEX NURSERY MILK WARMER. Made by the Simplex Electric Heating Co., Cambridge, Mass. With this little contrivance in the nursery, baby's milk can be heated uniformly to the proper temperature in from three to five minutes. Price, since Oct. 1, for 8-oz. bottle, \$8.50.



HOOVER SPECIAL SUCTION SWEEPER. Made by the Hoover Suction Sweeper Co., New Berlin, Ohio, and New York. This is a cross between a vacuum cleaner and a carpet sweeper and has inherited the virtues of both. It has an electrically driven brush and a suction fan. Price, \$57.50. Attachments, \$11.50.



WESTINGHOUSE ELECTRIC POT-TYPE PERCOLATOR. Made by the Westinghouse Electric and Mfg. Co., East Pittsburgh, Penn. It is easy to make coffee at the table if this percolator is included among the table furnishings. Put the coffee in the container, fill the pot with cold water, turn on the switch and in ten minutes the coffee is ready. Prices, 5-cup size, \$7; 7-cup size, \$9.00.



CUTLER-HAMMER ELECTRIC TABLE STOVE. Made by the Cutler-Hammer Mfg. Co., 144th St. and Southern Boulevard, New York. Light housekeeping with a vengeance can be done with this table stove, which is a toaster, broiler, griddle, frying-pan, sauce-pan and small oven all in one. A whole meal can be cooked at the table and with the current from an ordinary lamp socket. Above all, this little stove can be plugged into hot water and scrubbed, heating element and all, without harming it. Price, \$10.00.

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