

Amazing New Scientific Discovery

Curls and Waves Hair

without permanent waving!

NEW HAIR WAVING MIRACLE SWEEPING COUNTRY... IT'S MARLENE'S
MINIT CURL... Gives Hair SOFT, LONG LASTING CURL and WAVES in Minutes



**MARLENE'S MINIT CURL COMES
IN AIRTIGHT CAPSULE**

It's NEW yet already millions of women have switched to this exciting, easy Marlene's MINIT CURL home waving method. This brand new SAFE formula comes in an airtight capsule. You open the capsule and stir the powder into a cup of hot water. One capsule makes 2 to 3 ounces, enough to wave several heads of hair. Be sure to ask for MINIT CURL—Marlene's MINIT CURL!

**No Machinery.. No Heat.. No Test Curls.. No Waiting.. Not a
Wave Set, Yet CURLS, WAVES, SETS HAIR.. All at Same Time!**

MARLENE'S MINIT CURL is an entirely new, safe process for home waving the hair. It is not a permanent and not a wave set. You simply mix Marlene's MINIT CURL in a cup of hot water and comb through the hair. Set hair, or shape curls and waves with comb if you like. Presto!... your hair takes on glamorizing curls and waves as soft and lovely as any permanent. And the wave STAYS IN! With Marlene's MINIT CURL there's no fear of split ends... no dry, brittle, fuzzy hair. And the more you use Marlene's MINIT CURL the longer your wave will last because MINIT CURL conditions your hair... encourages each strand to acquire the lustrous, natural curl you've always dreamed of having. Get MINIT CURL... MARLENE'S MINIT CURL and know the joy of a manageable soft lustre wave... IN MINUTES!

HOW TO USE MARLENE'S MINIT CURL



1 Open one Marlene's MINIT CURL capsule and dissolve the contents in a cup (2 to 3 ounces) of hot water. Will not irritate skin. Approved by leading laboratories.

2 Comb solution through hair. Best to use after shampoo while hair is still damp. Safe, easy as combing your hair. Perfect results first trial!

3 Shape curls and waves with comb and fingers or put hair up in curlers or pin curls. Use any curlers, metal, wood or plastic. Use any hairpins. WHEN HAIR DRIES YOUR WONDER WAVE IS IN! See how soft, manageable, lustrously lovely your hair has become! You'll say "good-bye permanents" from now on!



**MINIT CURL
—the favorite of
the glamorous
Barbizon Models:**

Imparts "Natural-Looking" Waves Even to Hair That Won't Take Permanents...
Recommended for Every Type and Texture Hair, Even Dyed or Bleached Hair



**ONE MINIT CURL CAPSULE
CURLS ENTIRE FAMILY'S HAIR**

Every woman from baby to grandma will love her new MINIT CURL! One capsule makes enough solution to curl several heads of hair. And it's so easy! Nothing can go wrong. Any girl who can comb her own hair can give herself a glamorous MINIT CURL at home. When the hair dries, the wave's in and hair ugliness is out.



**GORGEOUS, SOFT CURLS
WONDERFUL FOR CHILDREN**

Shampoo, dry hair with towel and comb. Then, one strand at a time, comb MINIT CURL into hair and shape curl with comb. No need to put hair up on curlers. The instant hair dries, you'll see gorgeous, lustrous curls that hang down or pin up... curls that take perfect form days later, just by shaping them over your finger. And completely safe!



**MAKES SHORT, STRAIGHT
END CURLS MANAGEABLE**

Now, you girls with the new short haircuts, and the nuisance of those short, straight ends that hang down and won't stay put! MINIT CURL controls these hard to manage ends, curls them neatly. If your hair is cut short, try a MINIT CURL tonight. You'll be amazed at the ease, delighted with the result.

**MARLENE'S
Minit Curl**
New Kind of Safe, Home Waving Discovery in Capsules

**5 CAPSULES \$1.50
LAST FOR MONTHS**

A FEW ANSWERS TO COMMON QUESTIONS ABOUT MINIT CURL

Because one capsule gives several home waves, each complete MINIT CURL application costs only from 6c to 10c. Yet no home permanent, no wave set, no other method known will give your hair more lovely, more manageable, more natural looking curls and waves.

- Fastest home waving method known
- Makes permanents unnecessary yet if used between permanents MINIT CURL reconditions hair and your expensive permanents last longer. Use any curlers.
- Different from cold waves, your MINIT CURL cannot "go wrong." Just shampoo your hair to take wave out.
- Curls and waves hair as you set it
- "Do" hair at home without permanent waving;
- Independent laboratory tests place MINIT CURL first of all hair waving capsules tested.
- Highly recommended. Professional Look!

Always ask for Marlene's Minit Curl. There is nothing "just like it."

**MINIT CURL'S EXCLUSIVE FORMULA
PERFECTED BY SAME CHEMISTS WHO
INTRODUCED FIRST SAFE COLD WAVE
FOR HOME USE!**

Highly Praised By Users Everywhere!



HOUSEWIFE SAYS:

"Be as skeptical as you like but a big delightful surprise awaits you the first time you MINIT CURL your hair. I call it the greatest hair beauty advancement since the discovery of the permanent."



FASHION MODEL SAYS:

"I must always have smartly groomed hair and sometimes change my hair—two several times a day. With MINIT CURL, it's easy to keep my hair beautiful looking and easy to manage, too!"



HUSBAND SAYS:

"The first time I saw Judy after her MINIT CURL I couldn't believe my eyes! I thought by some miracle her hair had changed into natural curls and waves. Never had her hair looked so nice."



TEEN-AGER SAYS:

"I have never had a permanent but thought maybe I had better get one for the curls in my hair just wouldn't stay in. I used MINIT CURL and is it super! Now I have just the kind of glossy long-lasting waves and curls I have always wanted."

LABORATORY TESTED AND APPROVED

What better assurance could you want than to know the same famous chemists, who perfected and introduced the first safe cold wave for home use also perfected MINIT CURL. Yes, MINIT CURL your hair in the confidence it's safe, it's sure, the new improved capsule way for the fastest of all home waves. Get MINIT CURL... the genuine MARLENE'S MINIT CURL... try MINIT CURL tonight!



MONEY BACK GUARANTEE

Get MINIT CURL... use one capsule. If your first trial doesn't delight you return remaining four capsules for money back.

Look for this Green and Brown Marlene's MINIT CURL package. No lovelier curls at any price!

**TRY MARLENE'S
MINIT CURL
AT ONCE**

GET IT AT BETTER DRUG AND COSMETIC COUNTERS EVERYWHERE