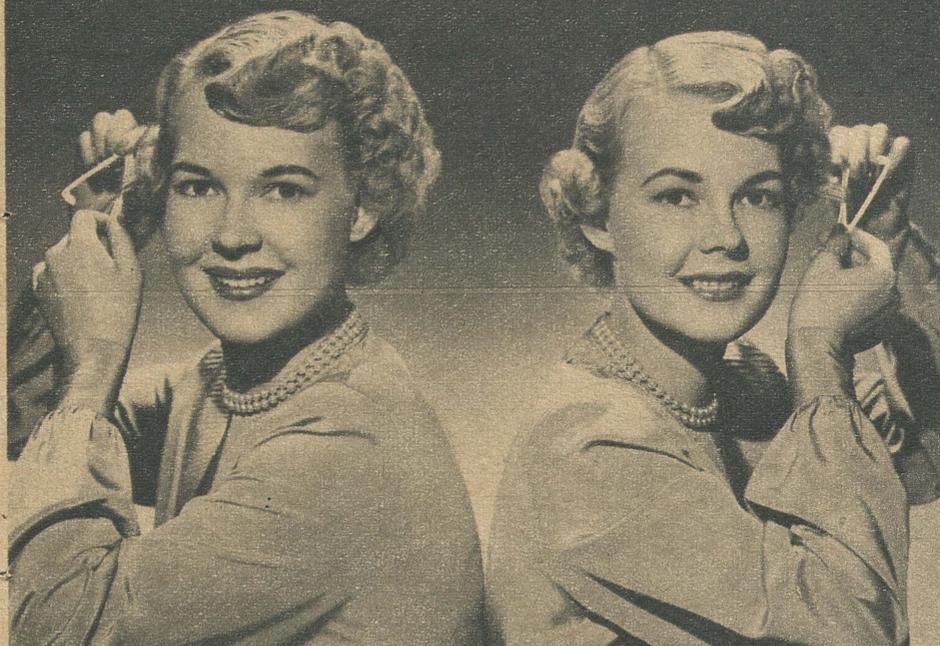


Now! Toni Home Permanent
twice as easy—twice as fast



Which Twin has the Toni? (see answer below)

new SPIN curler cuts winding time in half—makes it double-easy!

New exclusive Toni SPIN Curler grips . . . spins . . . locks with a flick of the finger. No rubber bands! All plastic, patented! Nothing to tangle up in your hair! Tiny teeth firmly grip hair-tips so even the shortest ends become easy to manage! Easy-spin action—built right in—rolls each curl up in one quick motion! Snaps shut! Assures a better, longer-lasting curl. Winds more hair on each curler. Makes winding twice as easy—twice as fast! Now it's easier than ever before for any woman to wind perfect curls.

new FASTER process gives you the most natural-looking wave ever!

New photo directions show how Toni waves many types of hair in as little as 30 minutes! No other home permanent waves hair faster yet leaves it so soft and lustrous, so easy to set and style. For the Toni Waving Lotion is the same gentle lotion that has given more than 67 million lovely permanents. Try this exciting Toni with new SPIN Curlers and see how quickly . . . how easily . . . you give yourself the most natural-looking wave you've ever had! Now Toni Home Permanent is twice as easy—twice as fast!

SPECIAL COMBINATION OFFER

New Toni Refill Kit. Guaranteed to give the most natural-looking wave ever—or money back! Waves hair in as little as 30 minutes! **\$1.00**

Complete Set of new Toni SPIN Curlers. No more rubber bands! Makes every wave from now on twice as easy! Reg. Value **\$2.00**

Included in this offer—Toni Creme Rinse to give your Toni wave romantic softness!

"Now we're both Toni Twins," says lovely Lila Wigren at the left.

"When I saw how easy it was for Ella to give herself a Toni with the new SPIN Curlers I decided on a Toni Home Permanent, too!"



\$3.00 VALUE
ONLY \$2.29



Will Rogers, whose fun-loving exterior hid shrewd mind, saw through mankind's foibles, made them the butt of jokes. His autobiography has just been published.

WANTED: Another Will Rogers!

What the world needs is a successor to the cowboy comedian who lampooned its mistakes

"I SEE BY THE PAPERS," the man with the unruly cowlick and the Oklahoma drawl would say, "that the Big Politicians are promising us things again." Absent-mindedly twirling his lariat, he would look up mischievously, grin, and quip, "The Promisin' Season will end Election Night and then the Alibi Season will set in agin."

Will Rogers, something America and the world need urgently, died in an Alaskan plane crash in 1935. Fourteen years after his death, his unfinished "Autobiography,"* published this month, is as refreshing as Rogers was when he was alive.

Born in Indian Territory in Oklahoma in 1879, the Scotch-Irish-Cherokee cowboy had a gift for

making the nation laugh at its own mistakes, at himself, at every one.

● *Of his own birth he said:* "I was the last of 7 children. My folks looked me over and instead of the usual drowning procedure, they said: 'This thing has gone far enough, if they are going to look like this, we will stop . . .'"

Wrote Rogers, who often disregarded English composition rules:

● *Of his fellow-countrymen, in 1933:* "Give an American a one-piece bathing suit, a hamburger and five gallons of gas, and they are just as tickled as a movie star with a new divorce." (Rogers for all his simple manner was quite sophisticated in his point of view.)

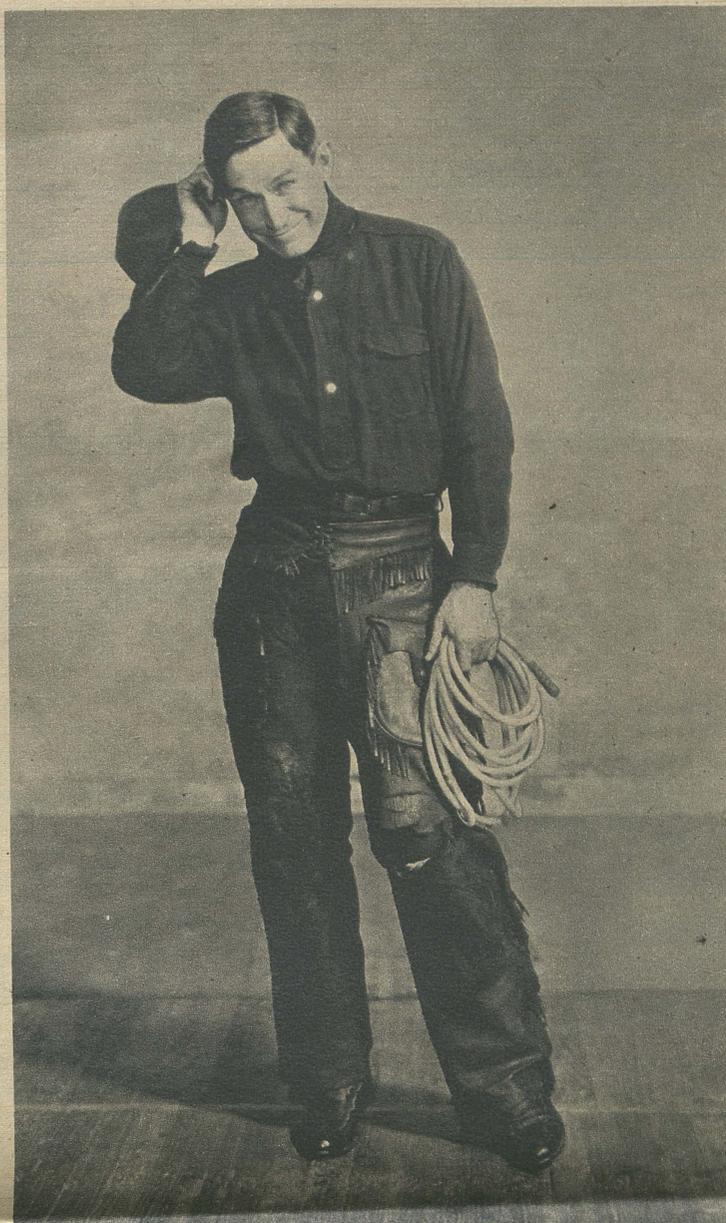
*"The Autobiography of Will Rogers," edited by Donald Day. Houghton Mifflin Co., \$3.50



Wealthy, home-loving, Rogers relaxed from newspaper-stage career by playing polo with his children, Jim, Mary, Will, Jr.



Special roles (above, with Anne Shirley in steamboat film) were built for his brand of humor. He called Hollywood "Cuckoo land."



Moviegoers knew and loved him as cowboy comedian of Ziegfeld Follies. He ad-libbed his best lines on spur of the moment.

● *Of the movies:* "The finish of the Movies will be when they run out of suggestive titles."

● *Of personal finance:* "Everybody likes to make a dollar his way, but if he finds he is not allowed to make it his way, why he's not going to overlook the chance of making it your way."

● *Of reading:* "I never was much on this Book reading, for it takes 'em too long to describe the color of the eyes of all the Characters. Then I like my sunsets from eyesight and not from adjectives."

● *Of pacifists (1924):* "Pacifists say that if you are ready for a war, you will have one. I bet there has not been a man insulted Jack Dempsey since he has been champion."

● *Of Reds (1924):* "A bunch of Bobbed Haired men [who] denounced the heavy snow, Declaration of Independence, 5 cent Street Car Fare, Floods in Georgia, Mayor Hylan's Bathing Suit, Twin Beds and the Eclipse . . . Communism is like Prohibition, it's a good idea but it won't work."

● *Of Hoover's victory over Al Smith (1928):* This is going to be the greatest lesson in geography that New York City ever had. They never knew how many people live west of the Hudson."

● *Of Franklin D. Roosevelt (1928):* "Al Smith unanimously nominates Franklin D. Roosevelt today for Governor of New York. He is a Roosevelt by blood, but a namesake politically. If he had . . . stayed with the Republican end of the family, he would have been President."



In serious mood, hours before his death in Alaska, Rogers displayed a hardy face.

● *Of Democrats:* "There is one thing about a Democrat! He would rather make a Speech than a Dollar."

● *Of the battle of the sexes:* "Every time a woman leaves off something she looks better, but every time a man leaves off something, he looks worse."

● *Of medical discovery, in 1934:* "Some guy invented Vitamin A out of a carrot. I'll bet he can't invent a good meal out of one!"

● *Early in 1935:* "A fellow can't afford to die now with all this excitement going on."

● *Of his flight with Wiley Post in 1935, just before his death:* "Well that was some trip [a] thousand mile hop from Seattle to Juneau was going to stop at Ketchikan for lunch but mist and rain and he [Post] just breezed through never over 100 feet off the water . . . this old boy turns up the right alley all the time . . ."

That was Aug. 9. Six days later America's great humorist was dead with Post. Their plane had crashed on takeoff not far from Point Barrow.

ANYONE
CAN MAKE
GOOD APPLE PIE
WITH APPLE
PYEQUICK!

says
Betty Crocker
of General Mills



It's twice as easy—with this remarkable new apple pie in a package. Flavors, quick-dried apples come already peeled and sliced. Just add water to restore their freshness; sweeten.



Flaky pie crust mix comes ready-to-use in Apple Pyequick, too. Add water; roll out. Complete apple pie is in the oven in 15 minutes or less. Never easier, never better!

Choice apple slices, spice and pie crust mix, all in one package

