

BE BEAUTIFUL

By ELSIE PIERCE
FAMOUS BEAUTY EXPERT



CONSTANCE BENNETT keeps the sparkling sheen in her hair by never ending care. It is treated and brushed daily. And it has been trained into large flattering natural waves.

Beautiful Hair is Yours to Have

Nature may dictate the colour of your eyes, the shape of your nose, your height and the best you can do about it is give the lie to Nature via clever tricks of illusion.

But there's no illusion in the matter of beautiful hair. That's yours to have. And it is within every woman's power to achieve "a crowning glory" that's worthy of a poet's rhapsody.

Texture, Sheen, Colour

What constitutes hair beauty? There's texture, sheen or gloss as differentiated from colour; and then there's colour

itself. To begin with, hair can only be as beautiful as it is healthy. And the health of the hair is dependent upon the entire system. There's a connection between how you eat and how you look, between how you live and how your hair looks. Your diet habits, elimination, exercise, the amount of rest and fresh air you get are all reflected in the health of your hair. In fact, hair has often been referred to as the barometer of one's health.

Health, then, is a prerequisite. Cleanliness too. Unless hair is kept scrupulously clean it cannot retain a sparkling sheen, and it's the sheen that reflects lights and shadows, emphasizes the coiffure. By scrupulous cleanliness I mean merely keeping it free from dust, grime, automobile exhaust.

The best cleanliness formula I know is shampooing as frequently as necessary backed by daily brushing. Scalp massage is important too because it stimulates circulation and, after all, the hair depends upon healthy blood streams for its body and gloss.

As surely as hair falls and thins and becomes lifeless and limp after illness or when neglected, just so surely does it respond to regular care. And if you don't believe it, all I say is try it for a month and see for yourself. A thirty-day loveliness test for your hair will prove it to you.

We see, then, that beautiful hair is healthy hair, that well-groomed hair must be clean in order to have sheen. We come now to coiffure and to colour. There's no limit to the individuality and fashionable "flair" that can be achieved by the coiffure at the hands of a capable hairdresser. And as for colour, well, you can even change that; but it really takes the hand and eye of an expert. More about hair colour.

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The slight drop in the price of meat has been welcomed by marketers. Among poultry, ducks remain reasonable, although they do not go so far as chickens and turkeys.

Advises Cauliflower as Well as Spinach Now

Menus Prepared by Expert in Culinary Art Feature the Use of Cauliflower and Spinach. Full Menus for a Week, With Some Recipes



(By Edith M. Barber)

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Sunday—Breakfast
Grapefruit
Sausages Waffles
Coffee
Dinner
Crabmeat Canape
Celery Olives
Roast Duck
Hominy With Cream Green Peas
Romaine Salad
Wine Jelly Cakes

Supper
Creamed Mushrooms
Pineapple and Cabbage Salad
Cake Tea

Monday—Breakfast
Stewed Mixed Fruit
Ready-to-Eat Cereal
Shirred Eggs Whole Wheat Muffins
Coffee

Luncheon
Omelet With Creamed Duck
Carrot Salad
Canned Cherries Tea
Dinner
Minute Steak, Fried Onions
Mashed Potatoes Buttered Beets
Chocolate Pudding

Tuesday—Breakfast
Sliced Oranges
Hot Cereal
Bacon Toast Coffee
Luncheon
Cream of Tomato Soup
Mixed Vegetable Salad
Apple Sauce Tea
Dinner
Broiled Ham
Scalloped Potatoes
Buttered Cauliflower
Hot Gingerbread With Whipped Cream

Wednesday—Breakfast
Stewed Flgs
Ready-to-Eat Cereal
Poached Eggs Rolls Coffee
Luncheon
Onion Soup
Ham Omelet
Marmalade Tea
Dinner
Roast Lamb Mint Sauce
Baked Sweet Potatoes
Buttered Beans
Lettuce With Pickle Dressing
Ice-Cream, Caramel Sauce

Thursday—Breakfast
Orange Juice
Hot Cereal
Scrambled Eggs Coffee Toast
Luncheon
Cheese Souffle
Tomato Salad
Grapes Cookies Tea
Dinner
Hot Sliced Lamb, Mushroom Sauce
Baked Potatoes Fried Parsnips
Hot Apple Pie
Friday—Breakfast
Prunes
Ready-to-Eat Cereal
Scrambled Eggs Popovers Coffee
Luncheon
Codfish Cakes
Coleslaw
Canned Cherries Cookies Tea
Dinner
Baked Stuffed Fish
Mashed Potatoes Creamed Spinach
Cucumbers With French Dressing
Butterscotch Pie
Saturday—Breakfast
Sliced Bananas
Ready-to-Eat Cereal
Bacon Toast Coffee
Luncheon
Spinach Soup
Mixed Fruit Salad
Cream Cheese Toasted Crackers Tea
Dinner
Veal With Sour Cream
Noodles With Poppy Seeds
Carrots With Lemon Butter
Cranberry Brown Betty
Mayonnaise
1/2 teaspoon mustard
1 teaspoon salt
Cayenne
1/2 teaspoon sugar
1 egg yolk
Lemon juice
Vinegar
1 cup oil
Mix dry ingredients and add egg yolk. Mix well, add one-half teaspoon vinegar and add oil slowly, beating with the egg beater. As the mixture turns thick thin with lemon juice or vinegar and continue adding oil. It should be very stiff when finishing. Keep covered in ice box.

Potato Salad
4 cups boiled potatoes
1 chopped onion
1 cucumber
2 pickles, chopped
1/4 cup French dressing.

Cooked salad dressing or mayonnaise
Dice the potatoes, add onion, cucumber and pickles and mix well with the French dressing, which should be very highly seasoned. Let stand in ice box two hours. Mix with mayonnaise and serve on lettuce. A bit of chopped cooked bacon or some chopped celery may be added.

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New Chevrolets have Many Fine Features

The lively performance of the new six-cylinder high-compression valve-in-head engine developing 85 horsepower, the comfort of new all-silent bodies of uni-steel construction, and the attractiveness of new streamline styling are three principal characteristics of the Chevrolet Sixes for 1937, which are being presented to the public to-day. According to Chevrolet's announcement, the new cars have been completely redesigned in chassis and body. This becomes apparent both to the casual observer and the man who takes the wheel; in the general appearance of the cars, with their distinct departure from previous style designs, and in the peppy, confident performance resulting from the application of Chevrolet's engineering genius to the problems of horsepower-weight ratio, safety construction, economy of operation, and luxury of appointment. The well-planned 1937 car with its silk smooth engine, is a landmark in Chevrolet's constant advance.

Two lines are offered, the Master and the Master de Luxe. They are identical in their wheelbase, 112 1/2 inches, in their compact chassis and power plant, in body design and general appearance. Differences are noticeable in spring suspension, body trim and accessory equipment only. The Master Chevrolet, for instance, has semi-elliptic front springs, while the Master de Luxe has knee-action front-wheel springing, improved in certain respects. It is emphasized that while new in almost every detail, both Chevrolet lines for 1937 retain the basic principles which through the years have developed the Chevrolet character.

Both the Master and the Master de Luxe are available in attractive colours in the following models: 5-passenger coach, coach with trunk, sedan with trunk, and business coupe. In addition the Master de Luxe carries a sport coupe with rumble seat and the Master carries a convertible coupe with rumble seat.

The road manners of the cars, influenced chiefly by the new engine, are such that Chevrolet for 1937 will soon make a name for itself. While scoring heavily in the power department, however, the engineers have not forgotten comfort and safety. The hydraulic brakes have a reassuring, velvety action and the same ease of operation has been applied in every department right down to the new lifting jack, which can be operated from a standing position. Every model has commodious luggage space, either in a trunk or in a compartment behind the seat. As for safety, this has been considered from radiator filler to fuel tank.

The bodies, of course, are the great safety feature, with their solid-steel Turret Top, steel double cowl and steel floor, all assembled into an integral steel structure by welding, without a single bolt, rivet, screw or nail. Doors are also entirely of steel.

Fuel tank fillers on the 1937 Chevrolets have been re-located to extend through the right rear fender. With crankcase, radiator fillers and batteries also placed on the right side, all ordinary supply operations are thus performed from the curb side of the car. These changes are regarded as highly important from a safety standpoint.

The New Engine
Of larger bore, shorter stroke, and developing 85 horsepower, the engine used in all chassis models has four crankshaft bearings instead of three as formerly with a 10 per cent. increase in main bearing area. It is of 3 1/4-inch bore by 3 3/4-inch stroke instead of 3 5/16 by 4 as previously. Displacement is 216 cubic inches as compared with 208.8 before, and compression ratio has been raised from 6 to 1 to 6.25 to 1. Greater power and torque are available at all speeds, while fuel economy per cubic inch displacement likewise is increased. Engineers point out that crankshaft bearings are steel-backed "habbit", while they are of graduated diameters. Outlet of the exhaust pipe is now in the centre of the engine and improved manifold assures better heat control, which is by thermostat.

Accessory equipment on the new 1937 Chevrolet includes a new air cleaner with easily removable filtering element; a gear-type oil pump, replacing the former vane-type; shorter, self-adjusting leakproof water pump; new design higher reserve fuel pump.

It is pointed out that the completely new synchro-mesh transmission is compact and of more rigid construction. Improved friction cones have simplified the synchronizing mechanism.

The rear axle is changed in general design, utilizing a hypoid drive.

It will be noted that the propeller shaft is 1 1/2 inches lower than in the former drive. This change has permitted the lowering of the entire chassis frame and body, while the ring gear itself is smaller in design. The new drive, engineers state, results in a greater contact area between gear teeth.

Braking is unchanged, with hydraulic

actuation of Chevrolet's exclusive design of double-articulated brake shoe linkage within the drums, which are of composite cast-iron and steel, with external cooling ribs. It is pointed out that the pedal support is now cast integrally with the main hydraulic cylinder, which is attached to the chassis frame, while both the brake and clutch pedals now have detachable pedal stems.

Steel disc wheels of new design with massive hubs accentuate the dignified modernistic lines of the new Chevrolets, while the tires are 6.00-16. Fender well wheel-carriers have been abolished and spare wheels and tires are mounted either inside the built-in trunks or on concealed carriers on trunkless models.

Slipped running-boards of molded rubber on steel assure complete drainage. In addition to a new type of rear fender being featured, the edges of all fenders are without moulding and are rolled inward. At the same time, larger and longer headlamps have been adopted.

It is stated that all-round changes in the new Chevrolet, which is more compact with a gain in strength and reduction in weight, contribute to improved performance, safety, economy and comfort. Greater roominess has been achieved by re-location of the power plant on the chassis frame, while use of the hypoid rear axle has resulted in a reduction of the overall height. The new box-girder frame and all-steel body has resulted in greater strength and durability. It is also claimed that greater car stability has resulted from the lowering of the centre of gravity and through wider-spaced rear springs.

In addition to the all-steel construction, other features of the new bodies include greater visibility through wider windshields and larger windows. Seats are wider and interior styling is pleasingly new and attractive. A new instrument panel of striking appearance is to be found on the new Chevrolets. It is announced. Speedometer, oil pressure gauge, and other instruments are separately mounted on a carrier plate for easy servicing, but are installed in a unit grouping under a single plate of glass. Edge lighting illuminates the dial.

Porcupine District Pipe Band Whist Drive, Dec. 16

Porcupine District Pipe Band is now famous for the success and pleasure of the whist drives and dances and other social events held under its auspices. Accordingly all will be pleased to note that another of these pleasing whist drives and dances is announced to be held in the Hollinger Recreation hall, Timmins, on Wednesday evening of this week, Dec. 16th. The prizes for the event will include poultry.

Likely to be Six in Run for North Bay Mayoralty

Although North Bay elected its aldermen and public school trustees last week, the mayoralty election was deferred owing to the death of one of the candidates who had qualified in proper form. James McIlvanna died suddenly some days after nomination and three days before the election. Accordingly the North Bay mayoralty election was postponed to Dec. 28th, with nominations on Dec. 18th. It looks now as if there will be six candidates for the North Bay mayor's place for 1937. Three are already definitely announced as in the field. They are Aldermen Robt. Rowe and Seth Bush and George Palmer. Mayor Bullbrook is now reported as probable to be a candidate for another term. In addition to these North Bay reports say that G. Stevens, who was elected on Dec. 7th, as an alderman for 1937, may resign and contest the mayoralty. John McColeman, Jr., is the sixth probability. He qualified for the mayoralty contest that was deferred from Dec. 7th to Dec. 28th and while a definite statement from him is lacking reports indicate that he may continue in the field.

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