

# Most Important Hair Style is Hair Health

Keep Your Hair Polished, Brushed and Groomed at All Times is the Advice of Beauty Expert, Writing on "Spring in Your Hair."

(By Elsie Pierce)



Make a spring resolution to always keep your hair polished, brushed and meticulously groomed. Our model uses her brush with the proper upward swing to give hair lustre and healthful beauty.

(Photograph courtesy of Ogilvie Sisters)

There may be a Spring song in your heart, but are there signs of Spring in your hair. Is it a healthy, gloriously

shiny halo? If it isn't, it should be. If you have been concentrating on a new style to go with the new hat, before getting your hair into condition you have been putting the proverbial cart before the horse. And it ought to be deemed a mortal sin to attempt to permanent-wave hair that is in anything but perfect health.

The element of style is emphasized and rightly so, because it is the final fillip to a lovely picture. It embellishes, enhances. But it becomes a worthless veneer unless the foundation of true beauty and health is there.

### First a Healthy Scalp

For styles may come and styles may go, but a healthy scalp, clean, shiny hair will always be in vogue. And, in order of importance I would put a healthy scalp first. Likewise general health is of prime importance for the condition of the skin and scalp are dependent upon it. Added to that, a simple routine of brushing, scalp massage and shampooing should keep the average head in good condition. Excessively dry scalps need external applications of oil; excessively oily scalps usually respond to astringent tonic treatment.

### Full Colour

Given a clean, healthy scalp, good hair with sheen in its own right, I think every woman should make an effort to keep her hair its full colour tone. Heighten its colour with rinses or shampoo tints. Polished, burnished, colourful beauty is really a crowning achievement. And each colour has its own right to beauty laurels. The golden blonde, the blue-black, the titian... you'll find as many voting beauty honours for one as for any other colour.

### Then Arrange It Fashionably

With the first two pre-requisites your own, you can do your hair up beautifully, fashionably. A new style, by all means, to flatter you and your new Easter bonnet, but first—Spring in your hair—life, lights, sparkling cleanliness and colour!

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### VEIL PINS

Short novelty hatpins were included in collection of hat ornament designed in Paris recently. Veil pins were also suggested as useful gadgets to anchor the hat to the head. A variety of colors was used in the ornaments—new blues, fuschias and pastel shades. New flower sprays were fashioned of natural wood, light in weight and particularly effective when worn with sporty felts.

## Flowers at Leek's to Match the New Suits

Fashion Calls for Flowers This Spring.

That finishing touch which the average woman thoughtfully never forgets, may be found in Bruce Leek's Flower Shop. Yes, whether it be for the home, or for personal wear, there is no greater flatterer than a flower—or flowers. And spring seems to demand them more than any other season of the year. Is it any wonder that such fashion authorities as Schiaparelli have decreed that flowers be fashioned into your favorite hat, and pinned to the lapel of your most charming suit.

And, oh, my, what a wide variety you may choose from—the most popular of all being the lovely little sweet pea. This dainty little flower, Bruce Leek's florists tell the women of the camp, is just the thing to finish the newest hairdress or to button into a shoulder corsage. It is sweet and dainty as the pastel colours of spring, and although it attracts, it does not intrude.

A lone gardenia will add a dash of colour to your spring suit, and daffodils and tulips will bring the spring right into your home. Daffodils are blossoming out this year in many forms—the ever popular plain yellow, yellow and white, and pure white. And tulips are entirely pure in their coat of white—although no flower rivals the calla and Easter Lily for pure beauty. To finish your household picture of spring, there are narcissus, poeticas, cinerarias, and Hydrangea in every colour and form—and isn't that a pretty picture.

### BAG ATTACHED TO BELT

Men will go for the idea. It originated with Balenciaga. It means that a lady won't pester her partner to put her evening bag in his pocket while they're dancing. The bag, you see, is attached to your evening belt. Balenciaga has designed a heartshaped bag of black velvet for this purpose.

### HAT BOWS

The Cadogan bow was introduced at the Paris openings as part of the hat. Named for William, First Earl of Cadogan, it was adopted recently by smart women as a coiffure accent. Men of the eighteenth century wore the bow on their wigs.



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