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





Essentials

To keep your skin immaculete, soft and fine in texture,
cleanse it thoroughly twice a
clay with these world-famous
essentials. Cleanse with
Ardena Cleansing Cream
and Skin Tonic, or Fluffy
Cleansing Cream...tone with
Skin Tonic...and soothe with
Welva Cream or Orange Skin
Cream.

Ardena Cleansing Cream, \$1.10 to \$6.00 Fluffy Cleansing Cream,

\$1.10 to \$6.00
Ardena Skin Tonic . \$1.10 to \$15.00
Ardena Velva Cream \$1.10 to \$6.00
Orange Skin Cream \$1.10 to \$8.00

J. Bert

Sutherland

DRUGGIST

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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 levely picture. It embellished, 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 shampcoing 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

fully, 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 novetly 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 sportsy 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 favurite 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 Halthough 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 formsthe 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 milady won't pester her partner to put ther 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.

Human Guinea Pigs Wearing Spike Heels

Scientist Experiments to Decide Debated Question.

Boston, April 1.—Human guinea pigs wearing spike heels will be used to help a Boston scientist settle a question which has bothered him—"do high heels influence milady's body balance?"

Dr. Walter Mendenhall, physiologist at Boston University's Sargent School of Physical Education, said today he is lining up a group of the college girls for the purpose of having them sport their best party slippers in a final test of a project already tried in preliminary stage.

"My preliminary tests have given the surprising indication girls wearing high heels have better equilibrium than when they are barefcoted," he smiled, "but I hesitate to take that as final.

"What I really think happened was that the girls tested so far were so accustomed to wearing the high heels that they had developed a certain balance. In the coming tests, I hope to find a girl who never has worn spike heels and see how she reacts to the test."

In this experiments, Mendenhall has his subjects—spike-heeled, low-heeled, or barefooted—stand under a piece of smoked paper. Their balance, or lack of it, under various conditions, is traced on the paper by means of a pencil attached to the girls' heads.

Mendenhall said the equilibrium tests might prove important clinically in establishing normal standards in the study of various diseases of the central nervous system.

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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