

Beauty and You

by PATRICIA LINDSAY



BARBARA STANWYCK wears a period coiffure with soft, phantom waves which give an upward contour. The ends are tied in back.

Few Simple Rules Keep Hair Looking Its Best

NEW interest in hair beauty has been aroused with the new fashions. Neglected tresses, poorly styled, are greatly taboo, and beauticians are stressing proper scalp grooming. And why not? Your hair is the frame for your face. If it is dull and unruly your face is robbed of much beauty. If your hair is glossy and

softly arranged about your face, your skin and eyes reflect its glory.

Every woman should know the few simple rules for keeping hair lovely. Daily brushing and scalp finger massage, regular shampoos (the frequency depending upon the condition of your scalp), monthly or semi-monthly lubrication if the scalp is dry, and settings by expert fingers if your own are not capable enough to fashion the strands into a becoming coiffure.

What a boon it is to have hair-dressing services within our budgets, but the mistake we are apt to make is to depend too much on our hairdresser and too little upon ourselves. Because we pay him a weekly or fortnightly visit, we expect him to keep our locks at their best. In fact, we are likely to find fault and perhaps change our patronage, if our hair loses any of its beauty. Unjustly we accuse the operator, little realizing that the care we give our scalps between salon visits is far more important to its beauty, than that an operator can give it in an hour or two!

Home Care

Take for instance the scalp that tends to be dry and sensitive. Too frequent washings, too many hours beneath a hot dryer, and certain setting lotions are ruinous to its beauty. Such a scalp requires home care—almost entirely—to keep the hair glossy and elastic.

It is best, in fact, if you will shampoo it at home under your bathroom shower, using a bland liquid soap and giving it a thorough rinsing with warm and cold waters. Dry it by hand (in the sun if possible) and brush it well afterwards.

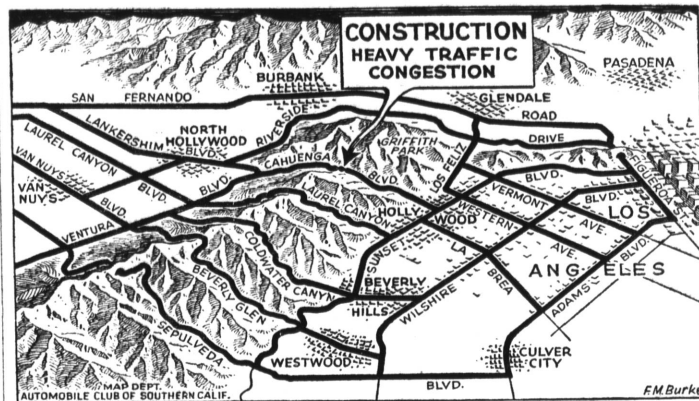
If you possibly can, allow at least six hours to elapse before you go for a setting, and at the salon request that it be set with water only. If the operator objects simply be firm and tell her that you are treating your hair with care these days. The day after the setting, natural oil from your scalp will lubricate your hair and give it a beautiful natural gloss. Of course you are expected to brush it daily with a good brush, and spend a couple of minutes massaging the scalp with your fingertips—no oil or cream or tonic is needed unless especially prescribed by a scalp specialist.

By following such a routine you reduce the minutes of hot hair drying, keep your scalp and hair free of setting lotions which may quite possibly not be suitable to its type, and you encourage natural gloss by drying and brushing before the setting.

Tip on Tinting

If you have your hair tinted, a less artificial effect will be gained if you have the tint applied a week after a shampoo providing that during the interim you use absolutely nothing

Use Alternate Routes to Avoid Pass Tie-up



Because serious traffic congestion has resulted in Cahuenga Pass due to construction of a bridge across the highway at Mulholland Drive, motorists driving to and from San Fernando Valley points are urged by the police and the Automobile Club of Southern California to use alternate routes shown above whenever possible. Traffic from downtown Los Angeles and eastern sections will avoid tie-ups by using Riverside Drive or San Fernando Road. From western and southern sections motorists will encounter less congestion by using Laurel Canyon Road or Sepulveda Boulevard. The Beverly Glen and Coldwater Canyon routes also are through roads. Construction projects under way in Cahuenga Pass are not expected to be completed until after June, 1940.



on your hair—no setting lotion or tonic or dressing of any sort. It is also good to have all dry ends clipped before the tint is applied as they absorb more of the dye than the rest of the hair—giving your face a harsh frame which is the main objection to dyed hair.

My leaflet "Guiding Rules for Becoming Coiffures" is available. Write me care of this paper and enclose self-addressed, stamped (3-cent) envelope if you send for it. (Released by The Bell Syndicate, Inc.)

24-HOUR LAW

American citizens must spend 24 hours in Mexico before taking back their legally allowed \$100 worth of duty free merchandise. The ruling does not restrict buying entirely on a one-day trip across the international border, as duties are collected on purchased over \$5 within the 24-hour period.

In safety the whole world is with you but in carelessness you are all alone.

TANK DEFENSE. This was what will happen to Nazi tanks if they attempt to invade flooded defense areas of Holland. Dutch officials explained in releasing this picture of a soldier crawling out of a mired Dutch tank.

Save on Furniture Removal Sale, no matter what the article is you want to purchase. See class, 53c.

In the 18th century, in France, every window was taxed.



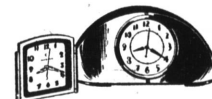
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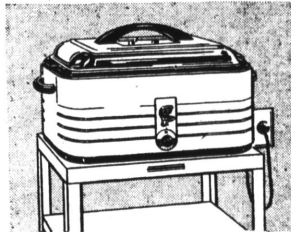


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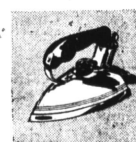
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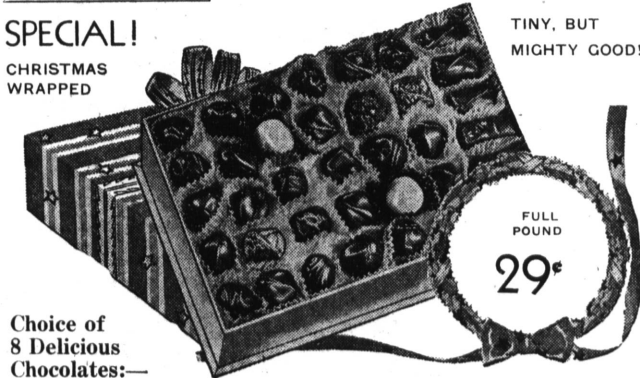
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