

## New Hat Calls for New Hairdress

By **CHERIE NICHOLAS**



TO SUCCESSFULLY, that is to say becomingly, wear the little Eugenie hats and other Second empire effects, likewise the early Victorian modes which are now in vogue, it is well to remember that "where there is a will there is a way," and the "way" in this instance leads directly to the hairdresser's door.

To secure a perfect harmony between the coiffure and the present millinery innovations, which are absolutely revolutionary in their "lines," the hair must be arranged just so—utterly feminine down to the last curl, with emphasis placed on the left side, for there is where madam's carefully coiffed ringlets, waves and such, are supposed to show forth in all their glory.

Of course this gesture in the direction of a more pretentious hairdress sounds the knell of the short bob. To keep pace with the mode there is no alternative but to let the hair grow, not too long or not too short, a happy medium being the verdict.

There is a message of encouragement, however, to those whose tresses have not yet arrived at the desired length, in that one may buy or have made of one's own hair all sorts of "pin-on" effects to do duty during the exasperating interim when the bob is still in the awkward growing age. It is quite the fashion, too, to use little jeweled pins and clasps, which help a lot in holding; unwieldy locks in place.

For the charming hairdress shown in three views at the top in the picture, a style, by the way, which has just recently been launched by the Coiffure Guild of New York, it is not practical to have the hair shorter than three inches at the neckline and no hair on the head should be longer than six inches.

In dressing this bob the first essential is to thin out and taper the hair so that on the top of the head it will lie flat and smooth under the shallow crown of the second empire hat. All the ends of the hair at the sides and

back, as shown in the view to the right, are set in a mass of irregular curls. It is a practical necessity that the hair have a permanent wave to give assurance that the curls will hold their shape. Note that the first pose reveals the hair to be slightly parted. The right side has only a suggestion of a shadow wave near the temple, and this is followed by a large diagonal wave on a line with the ear.

At the left side (see second view at top) a scallop is drawn back in order to allow part of the lobe to show. A long tendril of hair is woven into a soft pin curl and placed far out on the cheek in an accidental-on-purpose way. This must be very delicate in order to comply with the prettily feminine character of the hairdress. The picture in the center beneath shows how effectively the new hats are worn with this hairdress.

The two views to the left at the bottom of the picture present a most attractive hairdress. At the right side a single wave is allowed to cover merely the top of the ear, for, according to the latest edict, the hair must be brushed back from the face to show the cheek, the temple and part of the ear. Several fragile "kiss curls" add to the effect. The long-bob is more noticeable at the left side where the wide waves end in a mass of combed-out curls, giving an informal and girlish touch which is extremely desirable. The finished coiffure assumes a lovely line across the back which swirls diagonally from right to left. With a jeweled clip tucked on the right or left side, this hairdress would be ideal for evening.

Everything about the coiffure shown below to the center right in the picture suggests smartness plus simplicity. This sleek, trim hairdress will make instant appeal, for it is practical at the same time that it carries a convincing message of perfect grooming. Its adaptability to the new chapeaux is clearly demonstrated in the concluding picture. By having the hair at the medium bob length, all the requirements of the 1931 fall fashion at met.

## Girl at the Top in Health Tests



Millions of boys and girls all over the world, thousands of them right here in the West, are being restored to health and strength by the purely vegetable tonic and laxative known as California Fig Syrup and endorsed by physicians for over 50 years.

Children need no urging to take it. They love its rich, fruity flavor. Nothing can compete with it as a gentle, but certain laxative, and it goes further than this. It gives tone and strength to the stomach and bowels so these organs continue to act normally, of their own accord. It stimulates the appetite, helps digestion.

A Kansas mother, Mrs. Dana Allgire, 610 Monroe St., Topeka, says: "Bonnie B. is absolutely the picture of health, now, with her rosy cheeks, bright eyes and plump but graceful little body and she stands at the top in every health test."

Much of the credit for her perfect condition is due to California Fig Syrup. We have used it since babyhood to keep her bowels active during colds or any children's ailments and she has always had an easy time with them. She always responds to its gentle urging and is quickly back to normal."

Ask your druggist for California Fig Syrup and look for the word "California" on the carton so you'll always get the genuine.

### Another Birth Rate Slump

Just as England was congratulating herself that babies were arriving faster than deaths were recorded, alarm was spread of another slump in birth rates. This time it was cats. There has been such a decided decline in the feline birth rate that the cat world is facing a problem greater than ever before confronted. Nobody knows the cause, says Manager Bustede of the Kensington Kitten club show.

## CRITIC STIRRED BY MISUSE OF WORDS

A thing of which I become frightfully tired is the so frequent misuse in popular writing—at times excellent writing—of the words "infinite" and "infinitely" and "infinitely" and "infinitesimal," John O'Ren complains, in the Baltimore Sun. How often one author is said to have produced a book "infinitely better" than some other book. How often a sum of 3 cents is called "an infinitesimal amount." How often somebody speaks of the "infinite complexity" of the world's problems at this juncture. And so on. It is really very dreadful. I do not propose to try to discuss the infinite and infinity at this point. I know, for one thing, that I am not a person prepared to do it. But I do know that most times these words are used with utmost carelessness.

There is, of course, no such thing as a book "infinitely better" than another book, or an "infinitesimal" sum of cents. And to seize upon a concept which is at the same time one of the more difficult and one of the most awesome, depending upon whether one regards it intellectually or emotionally, and make use of it as if it were a simple term like "very" or "much" is appalling. Infinity is one thing I do not think we can afford to be loose or nonchalant about. To toss it about recklessly, even as a word, is shocking to one's sense of values. And in my own case I always make up my mind that a critic who talks about "infinitely better than" is simply a critic whose most humble judgment is not to be trusted.

### From Many Visits

"What happened to the boy who used to bring you all the flowers?" "He married the girl at the florist's."—London Opinion.

People who invariably go to the mountains every summer, may be those who easily get seasick.

A word to the wicked is sufficient—if you call him a liar.

## 60 years of BABIES



have been helped to sturdy childhood on Scott's Emulsion of Cod Liver Oil. It gives them Vitamin A for growth, and its wealth of Vitamin D and calcium salts are invaluable for correct bone development. Doctors recommend Scott's Emulsion for infants, growing children, expectant mothers and invalids. Fine for adults too. Its pleasant flavor makes it easy to take regularly. Scott & Bowne, Bloomfield, N. J. Sales Representatives, H. F. Ritchie & Co., Inc., New York.

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## Scott's Emulsion OF NORWEGIAN COD LIVER OIL

### Reward for Large Families

Rewarding parents of large families is one of the most brilliant functions that take place annually at the Hotel de Ville, Paris. Nearly 150 medals of gold, silver and bronze, according to the merits of each case, were this year distributed. The gold medals went to the parents of eleven and twelve offspring, silver to those of eight or nine, and bronze to those of five, six or seven. There were nine of the gold class this year, twenty-one of the silver and more than one hundred bronze ones presented.

### Fish Had His Watch

Leonard Smith, of Calcamonga, Calif., went deep-sea fishing. He missed his watch and thought perhaps he had left it home. Smith caught a good-sized bass. An hour later he picked up the fish to clean it and thought it felt its heart beating. Slitting open the fish he found his watch still ticking away.

### They All Are

Visitor—What an unusual child! Proud Papa—Yes, he's just like other babies, thank goodness.

A woman "makes a fool of a man," with his powerful assistance.

## The Ideal Vacation Land

**Sunshine All Winter Long**  
Splendid roads—towering mountain ranges—Highest type hotels—dry invigorating air—clear starlit nights—California's Foremost Desert Playground  
Write Geo. & Chaffey  
**Palm Springs**  
CALIFORNIA

### Indian Relics Tell Story

A small group of Indian relics recently found near Center City, Wis., was believed to tell the story of an early hunting episode. William George Nelson, farmer, was gathering maple sirup sap when he came upon the relics—a half dozen arrowheads, an Indian stone knife, two bear teeth and a huge bear claw. Reconstructing the scene, Nelson was able to picture a fight between a group of Indians and a huge bear.

### Such a Dummy!

"How are you getting on with George?" "Oh, he's a most disappointing lover. I purposely blew out the electric light fuse before he came over last night, and he spent the whole evening mending it."—Tit-Bits.

# There's No Denying These Facts!

**ONLY Firestone Tires give you the extra strength and safety of these patented construction features!**

Gum-Dipping penetrates every cord and coats every fiber with liquid rubber. This minimizes internal friction and heat, the greatest enemies of tire life.

Two Extra Cord Plies Under the Tread—give stronger bond between tread and cord body and greater protection against punctures and blowouts.

Because distributors of special brand mail order tires cannot meet Firestone extra values, they attempt to confuse car owners with bold claims and misleading statements. But remember—there's no denying the FACTS of Firestone extra values.

Check them for yourself—today. Go to the Firestone Service Store or Service Dealer in your community. Compare sections cut from Firestone Tires and special brand mail order tires and others. *You be the judge!*



COMPARE QUALITY and CONSTRUCTION			
4-75-19 TIRE	Firestone Oldfield Type	*A Special Brand Mail Order Tire	
More Weight, pounds	18.00	17.80	
More Thickness, inches	.658	.605	
More Non-Skid Depth, inches	.281	.250	
More Plies Under Tread	6	5	
Same Width, inches	5.20	5.20	
Same Price	\$6.65	\$6.65	

COMPARE QUALITY and CONSTRUCTION			
4-50-21 TIRE	Firestone Sentinel Type	*A Special Brand Mail Order Tire	
More Weight, pounds	17.02	16.10	
More Thickness, inches	.598	.561	
More Non-Skid Depth, inches	.250	.234	
More Plies Under Tread	6	5	
Same Width, inches	4.75	4.75	
Same Price	\$4.85	\$4.85	

COMPARE PRICES			
SIZE	Firestone Oldfield Type Cash Price Each	*Special Brand Mail Order Tire Price Each	Firestone Oldfield Type Cash Price Per Pair
4.40-21	\$4.98	\$4.98	\$9.96
4.50-21	5.69	5.69	11.38
4.75-19	6.65	6.65	13.30
5.25-21	8.57	8.57	17.14
6.00-19 (8 plies under the tread)	11.45	11.45	22.90
TRUCK AND BUS TYPE			
6.00-20 (8 plies under the tread)	15.25	15.25	29.90
30x5 (10 plies under the tread)	17.95	17.95	34.90

COMPARE PRICES			
SIZE	Firestone Sentinel Type Cash Price Each	*Special Brand Mail Order Tire Price Each	Firestone Sentinel Type Cash Price Per Pair
4.40-21	\$4.35	\$4.35	\$8.50
4.50-21	4.85	4.85	9.40
4.75-19	5.68	5.68	11.14
4.75-20	5.75	5.75	11.26
5.00-19	5.99	5.99	11.66
5.25-21	7.37	7.37	14.52

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Give extra power and longer life at lowest prices. Made and guaranteed by Firestone. Trade in your old battery and be sure your car will start quickly even in coldest weather.

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## SHOES KEEP STEP WITH DRESS TREND

Shoes have become highly specialized this fall. More than ever are they destined to be called distinct types.

First are the smartly tailored shoes created for the lightweight woollens. In this group there is a choice of sanely sensible but chic pair of high-cut oxfords in a combination of suede and alligator; or, with the new derby hat, you may don an opera pump of black or brown pin seal with the classic wing tip and trim of matching calf. Another alternative is a high-heeled one-eyelid tie of suede with patent leather side inlays and effective white piping.

Suede predominates in the dressier types. There are any number of dainty high-heeled models, many with strap effects.

The most promising and elegant of the evening sandals are those of gold and silver.

## Aluminum Branches Out Into Realm of Jewelry

Aluminum has left the kitchen, or at least branched out into the realm of jewelry and some of our most effective bracelets are being made of it. You can have them in groups of very narrow bangles, or you can wear one or two impressively wide ones. The steely luster of aluminum is smart with black wool or silk town costume.

## "Portable" Feathers Are Now Available for Hats

Flat feathers of a portable variety are being sold for these new tilted hats. You buy several and change the color scheme of your costume. Some with dashes of red in them are particularly alluring and give a finished look to an untrimmed hat.

### Feather Boas

The revival of the feather boa is in keeping with the appearance of other fashions that first saw light of day a decade ago. A Paris couturiere shows them worn like a "lei" about the neck, with evening frocks.

## Sports Costume Popular

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This sports costume of hand-knitted wool bespeaks a popular mode. Being for practical daytime it calls for a very restrained treatment of the romantic hat. The derby-crowned shape dips only slightly to one side. It is made of fine felt which is treated to give the effect of leather. The brown kid oxfords were selected with meticulous care, for the mode of today is very exacting when it comes to correct accessories. They are cut low on the sides and outlined with beige piping. The piping is repeated to form a heart-shaped design on the toe.

### Braided Leather

Very smart as accessories to sports costumes are belts of braided leather which are matched by flat envelope bag braided in the same manner. They come in brown and white, black and white and navy and white.