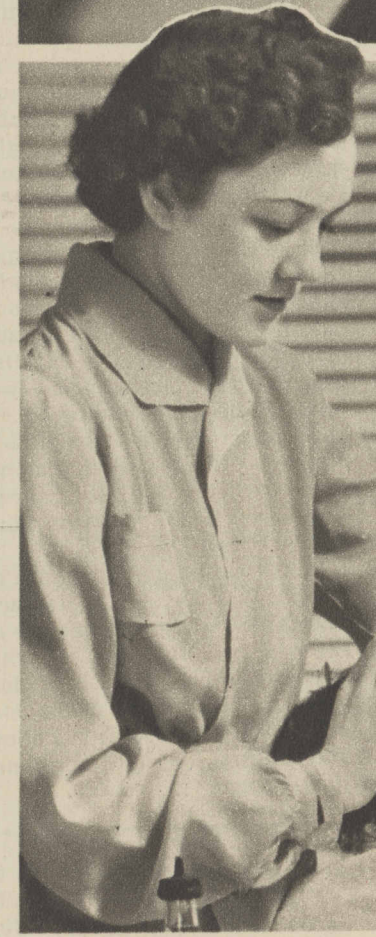


Hair Conditioning Rules the Permanent Waves



1 If your eye doesn't, your fingers can tell you almost exactly how receptive your hair will be to a new permanent. Healthy hair stretches and springs back; dry, brittle hair breaks when you pull it.

By ELEANOR NANGLE

THE BEAUTY experts are pretty well agreed now that for the last several years women have been sacrificing hair health on the altar of hair beauty. This is not meant as any reflection on the cult or the technique of hair grooming—but there's every

reason to suspect that women's very preoccupation with hair fashions has made them lose perspective on the importance of scalp health. We haven't seen the scalp for the waves, so to speak.

There is entirely too much devitalized hair to be seen these days. The woman whose hair is utterly lusterless and unmanageable knows it; so does the beauty operator whose permanent wave failures are coming too fast for comfort. Both are now in complete agreement on the need for hair and scalp reconditioning, because future waves will be failures if the



2 A new pre-permanent treatment to restore elasticity begins with the application of a special shampoo to the unmoistened hair strands. (Tribune Studio photos.)

3 At right: When the hair is well soaked it is steamed in until it has sufficient elasticity to be subjected successfully to heat and winding.

Famous New York beauty—the mother of a married daughter



Photographers love to catch Mrs. Paul Forester... her beauty makes "good copy" on any society page. Yet she's mother of a married daughter, the former Martha Stephenson, now wife of band leader, Hal Kemp. She entrusts her enchantingly fresh complexion to Evening in Paris Face Powder because it stays on, stays clear, stays smooth. There are Rouge and Lipstick to harmonize. Face Powder, \$1.00, Rouge or Lipstick, 55c.

Charming, Petite
MRS. PAUL FORESTER
wears
Evening in Paris
Face Powder
because it

STAYS ON
STAYS CLEAR
STAYS SMOOTH

Evening in Paris
CREATED BY
BOURJOIS



Biscuits Become Versatile

Old Standby Does New Service

By MARY MEADE

HERE ARE two new variations of the baking powder biscuit. One is an orange roll, suitable for any nice party meal; the other is a sausage "shortcake," to be served as a main luncheon dish, with a topping of cheese sauce.

Make your own biscuit foundation or use a prepared mix. Either way you'll be happy over what comes out of the oven.

And the best part about both kinds of biscuit is the twinkling-time in which they may be prepared.

SAUSAGE SHORTCAKES

(Serves four)
1 pound bulk sausage
2 cups prepared biscuit mix
¾ cup milk
½ pound American cheese
½ cup milk

Make small patties of the sausage meat and fry them. Blend biscuit mix and ¾ cup milk. Roll to a fourth inch in thickness. Cut with a 2½-inch biscuit cutter. On half the biscuits place sausage patties. Cover with remaining biscuits and press edges together with the tines of a fork. Prick top of each shortcake with a fork. Bake in a moderately hot oven (400 degrees) for fifteen to twenty minutes. Serve with cheese sauce topping.

For topping melt the cheese slowly in the top of a double boiler. Add milk gradually, stirring until the sauce is smooth. Serve at once.

QUICK ORANGE ROLLS

(1½ dozen small)
2 cups sifted flour
2 tablespoons sugar
3 teaspoons baking powder
½ teaspoon salt
¼ cup shortening
1 egg
½ cup orange juice

Orange sugar spread: ½ cup



Don't these orange rolls look good? They're simple to make, too.

sugar, grated rind of ½ orange.

Sift flour, sugar, baking powder, and salt together. Cut or rub in the shortening. Beat egg, add orange juice, and add to dry ingredients. Blend with a fork until dry ingredients are moist. Turn out on a lightly floured board, knead gently for thirty seconds, and roll out into a rectangular sheet a fourth inch thick. Brush with melted butter, sprinkle with orange sugar, and roll jelly roll fashion. Cut into one-inch slices. Put each slice cut side down into a greased muffin cup. Bake in hot oven (425 degrees) for fifteen minutes. Serve hot. Orange sugar may be stored in a tightly covered jar to be used as desired. The sugar should be thoroughly mixed with orange rind.



A sausage is hiding in the middle of each of these biscuits.

devitalization is unchecked. Healthy, elastic hair is the best form of permanent wave insurance we've ever heard of.

Behind scenes in the beauty industry experiments on preparations or methods that will restore elasticity to brittle hair have been going on night and day. And it's beginning to appear that we're getting somewhere!

The manufacturers of one shampoo are pleased as Punch

with their laboratory's findings on a pre-permanent treatment, and at a recent trade show beauticians who saw the noble experiment demonstrated were a little wild with excitement over it. It's extremely simple and appears to do wonders. With our own hot little hands we pulled hair strands to see how effectively stretch was restored to hair that had previously been so brittle it would break almost at a touch.

The shampoo is applied generously to the dry hair, but is not

massaged into the scalp. This done, you're popped under the steamer until the operator's finger tests show that the hair will stretch like a rubber band. When every hitherto brittle hair strand is showing the proper amount of healthy bounce the shampoo proper is given. This shampoo is used rather differently than others. Small amounts of warm water are added and scalp massage is vigorous; lather is removed in handfuls and water added until no more lather forms. Rinsing fol-

lows and the hair is dried just as it usually is before a wave.

The scientific explanation of the restoration of elasticity by this simple treatment we can't give you; it baffles us completely. But the results were more than a little astonishing. Steaming time was usually reduced considerably, and hair that was distinctly difficult, of lifeless texture and sickening brittleness, took a wave as though it had never been waved before. All you spring permanent shoppers should take note.



4 The shampoo involves vigorous scalp massage and complete hair and scalp cleansing, followed by thorough rinsing.



5 The hair is now well prepared for the permanent. It has far more stretch and spring than it had before. Less heat will be necessary, and the hair strands will not break readily.



6 It's all over. No fussiness to stamp the wave as a failure; no dried-out look. Instead, lots of natural luster and the wide, soft indentations that mark the successful permanent.



KITCHEN
FRESH IS THE BEST!

To be sure it's pure...
Make **CHOP SUEY** or **CHOW MEIN** at Home!

When you make Chop Suey or Chow Mein at home you choose your own ingredients and serve it fresh. This assures purity and deliciousness.

CHOP SUEY

- 1 No. 2 can FUJI BEAN SPROUTS (well drained)
- 1 lb. diced pork or beef
- 1 cup celery, shredded (onions, if desired)
- 3 tsp. FUJI SAUCE
- 2 tsp. COOK'S MAGIC
- 1 tsp. sugar

In greased pan over medium flame cook meat, celery (and onions) until nearly done. Season with sugar, salt, pepper. Add meat stock or water thickened with cornstarch and Cook's Magic. Fold in BeanSprouts. Serve with hot rice.

ASK YOUR GROCER



NEVER A DULL MEAL WITH
FUJI CHOP SUEY FOODS