

WOMAN'S  
FAIR

*gives you*



*New*  
HAIR  
STYLES



**I**F we give a gift, let it be a GOOD one—that's what we thought when we planned this Free Gift Book of Hair Styles for the readers of Woman's Fair.

We wanted only the best, the expert, the beautiful. So we turned to the men who have devoted their working lives to styling hair for beauty—and we asked them to design for YOU, as if they were dealing with you individually. "Nothing less than your best," we said, and they didn't fail us. Here is their choice—eight widely differing hair styles.

Choose one for yourself as you would choose a new hat—to flatter your individual face, to get compliments from your men friends, to create an air about you of the most alluring thing in the world—an air of Change.

PRESENTED WITH WOMAN'S FAIR FOR MAY, 1940



*Day in  
and  
Night*

DAY IN you can wear your hair like this. Have it cut to about five inches from the head all over and the ends "permed." Now part the hair in the centre and pin the centre front pieces tightly back with grips, curling the ends upwards from the face. In the small photograph you will see that the back and sides are taken up and set in a wave running all round the head. The whole of the rest of the hair is a mass of curls. Try this if you've a low forehead and pretty ears. (Posed by Frances Robinson.)

**NIGHT OUT.** Again the hair should not be more than five inches long. The front is divided from the crown and part of it rolled over in a long sausage curl high on the head. The remaining front is divided into two upward and inward curling rolls falling on to the forehead. The side pieces curl up to join these front rolls. A few curls are placed at the crown of the head and the back is waved across from the hair lines at either side of the head to meet in a "spine" of small curls, down the centre back. Add a spray of flowers and a bow—and go on a toot! (Posed by Barbara Read.)



*o  
d  
t out*



A DOUBLE ENTENDRE has this hair style, for the front is cut short enough to wave back from the forehead in big loose waves. The sides are taken up from the ears and the neck hair line, to roll into a knot of curls in the nape. But that short cut front is designed to be set into a fluff of curls all over the head when a girl goes gala. (Posed by Priscilla Lane.)



Take any one of our eight new hair styles to your hairdresser—or do it at home—and dare to tell us that your mirror doesn't show you another, more lovely, more exciting YOU



A WAY WITH STRAIGHT HAIR was what Walt Disney's Snow White suggested to the creator of this style. It is a modification of the page-boy bob, with its long bob cut on a curve, and then rolled softly under all the way, from above the ears. Up high, on each side of the centre part, the front pieces are also curled under in twin sausage curls. (Posed by Vicki Lester.)

# Meet the Smart Set



HAVE IT YOUR OWN WAY, but get the upward trend if your hair is long (or growing) and you don't want to cut it. Here the hair is taken back from the face at either side and curled inwards to the head. The back part of the hair rolls upwards. A wispy curl or two softens the right temple, and the front piece is taken up into two deep waves, the ends of the front hair being massed in curls. (Posed by Kathryn Kane.)



SNOOD MOOD. Here the hair has a parting running from ear to ear, right over the crown. The whole of the front of the hair has been curled upwards from both sides into rolls of sausage curls, the ends of which are pulled out to give a suggestion of smaller curls. The back half of the hair is pinned into a "snood" of soft, fat curls. (Style created by Francis Delzenne, of Conduit Street, London, W.1.)



IT ALL ROLLS OVER into this hair style—that is, it does if your hair is brushed up to where the side part would normally be and rolled inwards to the crown of the head. Secure the roll over with a couple of long grips pushed through from the back and front. The velvet bows front and back tie on to the grips—and this is a style which stays "put." (Posed by Barbara Blair.)



NUTTY—BUT NICE, we think this one. It has a waved and curled fringe (what the Americans call "bangs"), taken from almost the top of the head and tied in the centre with a black velvet bow. The back and sides are combed straight up, secured to the crown of the head with combs and the ends curled into fat rolls. (Posed by Laraine Day.)



# YOU *can* MANAGE YOUR HAIR *if..*



If you are using tongs, very lightly spray the ends of the hair with brilliantine first, so that the irons will dry the brilliantine instead of the hair, thus preventing loss of lustre—and less scorching!



Half a snood is better than even a whole one if it keeps your hair as tidily as this. Make it from coarse net, cut hammock fashion, run round with elastic, and the ends sewn to the satin ribbon which ties it on.

**W**HAT do you do when you get your hair set? Treat it as gingerly as possible, only touching it to push in a wave or pat anxiously at a curl? I'll bet you do! I've met girls who use their hairbrushes as clothes brushes.

They're terrified of deranging their precious set. Yet, if you don't brush your hair, your hair will go dry or get greasy, even dandruffy. Maybe you don't care about the health of your hair, but you do care about its looks, and it won't look very well if it isn't springy, easy to manage and full of lights. To get it looking like a curly, silken cap you *must* brush it. BUT you *don't* have to brush the set out—in fact, you can brush it IN firmer than ever.

First, choose a style, then memorize the way your hair should go when you comb it back to its set. You can do this by returning to your hairdresser the day after your set, and with him, figuratively speaking, holding your hand, comb and brush your hair. Now under your hairdresser's expert direction restore it to order. You'll learn a lot.

## HERE ARE THE FOUR RULES FOR HAIR BEAUTY AND HEALTH.

1. Give the hair a hundred strokes with the brush each day.
2. Massage the scalp for five minutes a day. Start at the base of the skull, and with the fingertips spread, move upwards to the crown with a kneading movement so that the scalp moves. Start again from the temples and work up to the crown.
3. Shampoo—but not more often than once a week or less often than once a fortnight.
4. Saturate the scalp with a spirit type tonic whenever the head has been allowed to become very hot after exercise. *Perspiration should never be allowed to dry on the scalp.*

## Choosing a Style

If your hair is the *straight, heavy, slippery* sort, go to the best hairdresser you can afford and get him to taper and thin it, shaping it so that it will always fall into place. Choose a simple style and intensifying the high lights with silk handkerchief rubs.

*Fine, fluffy, baby hair* needs to be very simply dressed. It must be kept spotlessly clean or it will fall into wisps, but use frequent frictions rather than constant shampoos. Don't try "up" styles, for it won't stay put. Try vertical rolls and down-curving curls. The bubble-type of hairdressing is particularly good, and a windswept style is very attractive. *If it is scant as well as fine, have it cut to different lengths and permed. If cut to the same length all over the head, it will fall apart and show the scalp.*

*Strong, coarse, wiry hair* must be brushed and brushed and sprayed with brilliantine. Avoid little tortured curls. Stick rather to strong, dramatic lines with large clean rolls.

## Condition Your Hair.

*Dry hair* must have an oily-type tonic rubbed in two or three times a week. An oil massage should precede the shampoo and the time spent on hair drill doubled. Iodine foods—yolk of egg, pineapple, sea foods—and more fat should be added to the diet. The hair should be sprayed with oily brilliantine before going under the dryer.

*Oily hair* should be treated with a spirit-type tonic every day and washed every week. Brushing will not make the hair unduly greasy if it is given in the morning and followed by a tonic massage. Fruit, salads and vegetables should be added to the diet, and before the hair is set after the shampoo it should be saturated with bay rum.

*Dandruff* is death to hair beauty. An antiseptic tonic must be used every day, and washed with a special dandruff shampoo. Cod-liver oil should be taken regularly, and a camomile tea rinse should follow the shampoo. This is made by infusing twenty dried camomile flowers in a pint of boiling water.

*Pre-party pick-up.* Here's a quick way of slicking-up tired hair. Pin it into as many small disk curls as you've time to make, *then wring out a thick towel in very hot water and wind it round the head.* Change it for another, and another, then take it off and go on with your dressing. When the slight dampness has dried off, comb out the curls—they'll be fresh and shining after their steam bath—and spray with brilliantine.