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STA-BLOND
THE BLONDES OWN SHAMPOO

Green Labels Won't Do In India: White Is Unpopular In China

IF a New Zealand firm contemplated setting out to capture the Eastern market with some commodity such as tinned green peas, it would do well to consult Miss C. Crichton Imrie, the world traveller who is giving a series of talks entitled "Far Horizons" from the ZB stations. Miss Crichton Imrie has a considerable fund of knowledge about the East, and in her travels has made a special study of religious prohibitions and caste problems. Accordingly she would be able to inform any firm which hoped to sell tinned peas in India that it was no use presenting them with a green label, for that would mortally offend several million devout followers of a certain religion.

Nor would it be any use attempting to sell tinned pickled pork to another sect, or anything with a cow on the label to yet another sect. And in China it pays to remember that white is a symbol of mourning, and red and yellow are the most popular colours.

Miss Crichton Imrie has been a particularly keen observer of the religious rites and festivals of native races. Deep, instinctive religious feelings govern the most trivial actions of even such savage tribes as the Dyak head hunters of Borneo, who, before they go into the forest to cut rattan, will pray for direction in their task.



Spencer Digby photograph
MISS CRICHTON IMRIE
Talks on Far Horizons

While in Japan she watched the ceremony of the "Blessing of the Rice." A special plot of land is chosen for growing rice for the Emperor and the Imperial family, and a shrine is built overlooking the spot, streamers and shinto symbols decorate the fencing, and the planters of the rice bathe ceremoniously in a specially erected

bath house. Scores of Shinto priests take part in the actual blessing of the rice, and after the ceremony lasting two hours it is planted to the accompaniment of prayers for the success of the crop.

While Miss Crichton Imrie was living in the East she played a part in the marketing of New Zealand produce there. Her "Far Horizon" talks are a further item in the ZB campaign to promote "apple consciousness," and they are heard every Wednesday afternoon at three o'clock from all the Commercial stations.

One Who Knows?

Mrs. Nellie B. Stull, "marriage broker" and founder of the Widows' and Widowers' Club of America, gives the following advice to women about matrimony:

"A man admires the woman who makes him think—but he keeps away from her. He likes the woman who make him laugh. He loves the girl who hurts him. But he marries the woman who flatters him."

So, now, we know where we are!

FOR THE EASTER BRIDE

SIMPLE GUIDE TO WEDDINGS.
Whitcombe & Tombs, 1/6.

IF you're a bride-to-be who believes in omens you'll like the attractive blue and silver get-up of this little book. And you'll like the author's nom de plume, "Sky Pilot," with its suggestion of happy landings and Hollywood romance. But the pilot gets down to earth with 39 pages of valuable information, including a section on getting the licence, and a paragraph "Who Pays?" (It's nice to know that it isn't always the woman.) Trimmings are provided in "The Language of Flowers" and "Birthstones and their Meaning."

Judging by the familiar ring of the suggested speeches (we recognise the injunction to the bridesmaids to follow the bride's good example), the author and I appear to have attended the same functions. Apart from its triteness this section is, however, quite helpful and does clear up the question of who says what and how much and to whom.

And if you're a souvenir-treasuring type you should buy this little book. Besides telling you all you need to know about the wedding, it fulfils the "something blue" requirement, and is a handy size to clutch behind your bouquet in case the bridegroom forgets his lines. The quaint little illustrations scattered throughout are delightful now and will be even more so fifty years on when you delve into that bottom drawer to laugh over it with an about-to-be-married grandchild.

—M.I.

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