

Whatever the Season 'VIYELLA'

Regd.

**Keeps
Baby
SAFE**



Warmth for the tiny bodies without any danger of overheating or chill through any changes of temperature... that is what "Viyella" means to a baby. So soft! Because it contains finest lambs' wool. Unshrinkable through endless washings. Never yellows or thickens. Make everything baby needs of safe, dainty "Viyella," in cream or exquisite pastel shade, in 27in. specially for baby patterns, and in 31in. and 36in. widths.



FREE!

Illustrated Baby Book. Send name and address, with 3d. in stamps for postage and wrapping, to William Hollins & Co., Ltd., Dept. R.R., P.O. Box 1440, Wellington, C.I.

If you have any difficulty in obtaining supplies, write to Williams Hollins & Co., Ltd., P.O. Box 1440, Wellington, for name of nearest retailer.

Why FAIR HAIR needs more care than DARK HAIR

Scientists say that fair-haired girls have 17% more sex appeal than brunettes.

But how many fair-haired girls know how to keep their hair beautiful?

If you will look closely at two strands of hair, you will see that dark hair is coarse and strong; fair hair, fine and delicate. But there's another more important difference. In every strand of fair hair there is a precious vitamin which gives it its softness and light. Yet every day some fair-haired girls use the same shampoos as brunettes. No wonder the lovely lights in their hair soon fade.

What they need is Sta-blond, the shampoo made specially for fair hair. Sta-blond contains ViteF, the same vitamin which Nature puts in all fair hair, and which ordinary shampoos wash away. That's why Sta-blond not only prevents fair hair from darkening, but brings back the true golden beauty of childhood to hair grown mousy or dull.

If you want a bleach, don't buy Sta-blond; but if you want to keep your hair lovely and light in colour as Nature intended. Sta-blond's the only shampoo to use.

Have you tried Sta-blond Wave-Set Yet? It doesn't leave the hair sticky, dries quickly and actually lightens fair hair.

**STAY FAIR
WITH STA-BLOND**

New Weekly Feature—

"RECORD" PATTERN SERVICE



When you are looking for a jumper in a trim new shape, this is your choice! It is neat and workmanlike, but the broad bow softens the high neckline. The jumper in the illustration is knitted in flecked blue and yellow wool, and the suede belt is blue. Plain wools, however, look equally attractive in this style.

Pattern No. K4 contains illustration, material requirements, measurements, and full instructions for knitting and make-up of the jumper.

Send sevenpence in stamps for this pattern to—

**"RECORD KNITCRAFT,"
P.O. BOX 1680,
WELLINGTON.**

Write plainly pattern number K4, your name and address.