

'DON'T HAVE FADED FAIR HAIR'

ADVISES MARY ROSE
of the "Daily Sketch" LONDON

Tells How to Restore Glamorous Colour
to Darkened, Faded Fair Hair —

"Yes, she was pretty a few years ago but you know how these blondes fade." ... Poor girl, she actually overheard this remark about herself. She came to me heart-broken. "It was catty," I said. "But there was also a certain amount of truth in what she said. Your



Without artificial bleaching you can now wash darkened fair hair 2 to 4 shades lighter and not change its natural appearance.

hair used to be so lovely and it is so dull and faded-looking now—it makes your very complexion look dull and muddy." "That's the worst of blonde hair," she wailed—"it goes off in colour..." "I need not," I said firmly. "Come with me—I'm going to buy you the most marvellous shampoo—it'll bring back all those golden lights—make your hair soft and fair and pretty—without any harmful dyes or bleaches. It's called Sta-blond."

Later I met my friend—her hair had regained all its

shining blonde beauty—it seemed to make her complexion look fairer—more pink and white—her eyes looked bluer too!...

Sta-blond (pronounced—Stay-blond) does everything promised by every other shampoo (whether soapless or otherwise). But, it does something more! It washes mousy, darkened, fair hair 2-4 shades lighter, brings back its golden beauty—keeps light hair from darkening. And its precious

ViteF stops and prevents brittleness, and dandruff. Your perm holds longer too—Get your Sta-blond today.

Like Mary Rose, Beauty Editors of many newspapers and magazines advise their "fair" readers to use this fair hair shampoo.

Have you tried Sta-blond wave-set yet? It doesn't leave the hair sticky—dries quickly and actually lightens the hair.

New Weekly Feature—

"RECORD" PATTERN SERVICE



Charmingly feminine in appeal is this jumper-blouse in white Angora wool. The stitch features horizontal bands which have a soft fluted effect, and the narrowed collar, also slightly fluted, emphasises the unusual style. Nothing is more delightful to wear than Angora wool, and this design is ideally suited to its fleecy texture.

Pattern No. K6 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 K6, your name and address.



you owe it
to your
knitting
to use

NURSERY
Viyella
REGD.

KNITTING YARN

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



IN the course of a report recently submitted to the Federal Communications Commission by American broadcasting engineers, it is proposed that 25 new super-power stations be erected in suitable parts of the country, and that the power of existing stations be considerably increased. Furthermore, an extension of the wave-band allotted to broadcasting is suggested in order to allow for a great increase in the number of broadcasting stations.

RECEIVERS of the table-model type are still the most popular in the U.S.A. as they are in Great Britain, this being due to their comparative cheapness. It is noteworthy, however, that in both countries the number of consoles in use is steadily increasing. In the U.S.A. well over 3½ million consoles were sold in 1936, the figure for table models being nearly four millions. Radio-gramophones were rather unpopular, only 88,000 of these being sold. The figure for car radio sets was 1½ millions.