

# St. Valentine's Day

**D**ID anyone send you a Valentine this year on February 14th? I very much doubt it, for this is a custom which has died out almost completely in these modern days. And a pity it is, too, for what a thrill even our modern miss would have if she received one of these quaint old-fashioned cards from an unknown admirer.

The festival of St. Valentine's Day goes back to the Romans, when they held a feast in honour of Pan and Juno Februalis early in the month we now call February. Christian missionaries to Rome brought back tales of this custom to England, and so we find, in the villages on St. Valentine's Day, all the young maidens and young men joining in the feasting and fun. The names of the maidens were drawn by the young men, and this was his "Valentine" for the year. And, at the end of the year, was she still his Valentine? I wonder.

After many years, the custom died, and was revived by the man sending a gift to the lady of his choice. Sometimes these gifts took the form of jewels, priceless beyond telling, and so it was perhaps that some poorer swain hit on the idea of sending a card to his lady love on this day of all days. Even then, a Valentine card was an expense, for some I have seen—curious now no doubt—have been perfect examples of needlework, embroidered with rich silks, and soft lace-edged cards, too, were popular.

So it is today, the name "St. Valentine's Day" suggests to us only those maidens of the Victorian age, with their ringlets and quiet grace and dignity, who blushed secretly over their Valentines and kept them among their most treasured possessions. St. Valentine's Day—it has gone from us for ever. No longer does the lover send to his lass declarations of his ardour in the form of sweetly sentimental verses on embroidered cards; no longer

does Cupid fly through hearts and roses on this day. But perhaps it is as well, for the old custom, in dying, has lost none of its romance—rather, there is about it today a fragrant aura, delicate and exquisite, which keeps this festival of hearts so very much in the golden past, where it most truly belongs.



## Are You Proud of Your Hair?

**H**OW are the shining lights in your hair these days? Is your hair glossy and smooth, or has it become bleached by the sun of summertime? Because these are the days when you must look after your crowning glory,



Soft, deep waves with full pin curls and semi-rolls fashion this high-low hairstyle created by Helen Hunt for Rochelle Hudson, featured by Columbia. The hair is swept in soft waves off the temples, and above each ear breaks into full curls. The same treatment is done on the forehead, where a full roll is noted. Roll curls finish off the well controlled contour at the nape of the neck.

for the heat of summer is inclined to dry out the natural oils and leave the hair wiry instead of soft.

Out with your hairbrush then, begin each day by a daily brushing, and finish each day this way too. Your hair cannot be brushed too much, ever. And brushing tones up the scalp, makes the circulation flow freely, and so enhances the beauty of your hair.

When washing your hair, do not forget to massage your scalp well the night before with warm olive or coconut oil. Rub the warm oil well into the roots of the hair with the fingertips, and wind a cloth turban-wise round your head before retiring to pro-

tect your pillowslip. Always use a good shampoo for your hair, one to suit your own colouring if you are brunette or blonde. Use a double soaping, and several rinses, with lemon juice in the last one. Now out into the sunshine, rub and toss your hair till half dry, and then set with combs and curlers.

Don't overlook the value of a good setting lotion—it is invaluable if your perm. is becoming a little tired. Incidentally, have you ever tried applying your setting lotion by using a talc tin? The lotion goes on evenly, and you use considerably less this way.

Here is a good way to set your hair, if you want to go out in a hurry, and wish to look your best. Set your hair in the usual way with combs and curlers, but set it **dry**—do not damp it at all. Put a net on, then, protecting the face with a towel, hold your head

## To My Love.

You gave me a gift of friendship  
Pure and sweet as a flower;  
You brought me a summer's sunshine  
Enshrined in one deep hour.  
You laughed, and my heart was happy,  
You frowned, and my day was blue,  
Because the sun that lights my world  
Is you, my love, just you.

over a gently-steaming kettle of boiling water for a few minutes. Press the waves into place, and dry with a fan. This only takes a very short time, and you will be surprised at the result.

Remember, it is only with constant care and brushing that you will be rewarded with a shining head of hair. It is no use brushing your hair every day for a week and expecting miraculous results almost overnight. As with all beauty treatments, it is persistency that brings the best results, and five minutes spent every day on brushing your curls is worth an hour spent only one day a week.

And in these days when so many girls are joining the ranks of the hatless, attention is focused on the hair—will yours stand the test?

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