



Vogue *News*

HarperGENE*

SKIN TREATMENTS
for the
"OVER 50" SKIN

Scientifically trained Harper Method graduate operators give HarperGENE Treatments to aid the "over 50" skin to a lovelier, more youthful and smoother appearance. Telephone your Harper Method Shop for a HarperGENE appointment.

SKIN TREATMENTS \$5 and \$10
Harper Method SHOP
ROCHESTER, N. Y.

LOVELY HAIR— LONG OR BOBBED

FOR 40 years the Harper Method has been proving that practically any woman can make her hair truly beautiful.

An exclusive and scientific massage is the basis of this hair treatment. We'll below the shoulders it begins, gradually working to the top of the scalp. Its effects go deep, stimulating the blood-flow and the lymphatics. It tones your whole system. You actually feel that.

**Your hair grows faster—
glossy, fluffy, abundant.**

Then comes that glorious scalp bath with Harper Method Tonic, to remove dandruff and serve as a cleansing dressing. After that, the barest touch of Ointment, right at the roots to encourage hair growth. Then scientific brushing. Surprisingly soon your hair responds. It forms a Halo of Radiance around a youthful-looking face.

See your phone book under Harper Method. The same Shop will sell you Tonic and Ointment for home use. Now you have the secret of lovely hair.

**FREE—Book telling how to care
for Hair and Scalp**

The HARPER METHOD

Martha Matilda Harper, Inc.
1888 Rochester, New York 1928

September 1928 Good Housekeeping



**Radiantly lovely hair—
a charm that can be yours**

Lustrous, luxuriant hair—so gloriously beautiful that it everywhere wins admiration—is always hair that is glowing with health. It is fed by an abundant supply of blood within the scalp. Dull, lifeless or falling hair is starved hair. It simply needs nourishment to bring back its radiant beauty and glowing luster.

The hair gets its only food from the blood, through the mouths of the follicles. These narrow mouths easily become clogged with dandruff, dried oils, dust, bacilli. Then the old glands have no outlet. They fill with surplus sebum and begin to press down on the blood vessels, cutting off the blood supply. Or often the circulation is stopped by the natural shrinking of the scalp, if it is not kept flexible.

Leading dermatologists now know that a stimulant, to promote hair growth, must draw a flush of blood to the undernourished tissues.

This is the scientific principle of Harper Method Tonic—the discovery of Martha Matilda Harper—which is used in the famous Harper Method Shops. Its results are astonishing.

Besides its antiseptic effect on the dandruff bacilli, Harper Method Tonic clears the choked roots and enters deep into the follicles. With a slight tingling sensation and a reddening of the scalp, it draws a flush of blood to the hair roots, the starved hair starts to grow again, and shows active life and beautiful vigor.

HARPER METHOD Mascaro Tonique

Generous test for 10 cents—to convince you

To prove that Harper Method Tonic will help cases of falling hair and aid in promoting a new, healthy growth, we give you a generous 10-day trial bottle for 10 cents—plus a copy of our book, "The Scientific Care of the Hair and Scalp," with "THE SCIENTIFIC CARE OF THE HAIR AND SCALP," with full and concise treatments for Dry Scalp, Oily Scalp, Dandruff, Itchy Hair, Falling Hair, Thin, Falling Hair and other hair troubles.

Simply enclose 10 cents with the money for our trial bottle and offer includes a copy of Martha Matilda Harper's own booklet, "The Scientific Care of the Hair and Scalp," to be sent to you at once.

Martha Matilda Harper, Inc., 1221 East Main St., Rochester, N. Y.

Name: _____
Full address: _____
Please write plainly.

**Your Skin
Can Be Lovelier**

Harper Method SKIN TREATMENT CHART

Individualized TREATMENTS for 22 DIFFERENT SKIN PROBLEMS

Scientifically trained Harper Method beauty operators give specific treatments for common skin blemishes and irregularities that help restore and maintain the loveliness that every woman craves. Consult your phone book for finished Harper Method Shop near you. Make an appointment for a Harper Method Skin Treatment as the first step to a skin vitally aglow and of rarest softness.

Send for our new, full chart showing Harper Method Treatments for 22 common skin problems.

Harper Method

OF PERSONAL HEALTH AND BEAUTY CARE
ROCHESTER, N. Y.

COMPETITIVE FILES

**Ten days—and ten cents
—starts your hair towards
radiant loveliness**

YOUR hair will begin to glow with a new radiance. In the 350 famous Harper Method Shops—patronized by the smartest women in America and abroad—the Harper Method Tonic has for years been giving women the boon of glorious hair.

Martha Matilda Harper's own discovery, it is now available to you—to every woman—sold at all department and drug stores and at Harper Method Shops.

Ten days of Tonic treatments, to be had for 10 cents, will send in of this coupon and ten cents, will prove to you the results it accomplishes. Your hair will begin to glow with a new radiance, it will show increased vigor and health.

Glorious hair, radiant with color, is healthy hair. Lustreless hair is simply starved hair. It needs nourishment to bring back its glowing health. The hair gets its only food from the blood, through the mouths of the follicles. These narrow mouths easily become clogged with dandruff, dried oils, dust, bacilli. The accumulations harden and press down sharp on the blood vessels, cutting off the nourishing blood stream from the hair.

