

Beauty Parlour Equipment Goes Into War Planes

Thousands of Dollars'
Worth of Outmoded Ma-
terial Turned Over
For Salvage

On Saturday afternoon a group of Toronto and Hamilton men met in the old Olmstead Iron Works at 161 Rebecca street and proceeded to smash up beauty equipment which at one time was worth thousands of dollars.

It was all part of a far-reaching plan to help Canada's war effort by collecting all the obsolete permanent waving machines and dryers which, in many cases, are made from valuable metals.

The plan originated as a result of the decision by Ontario Hairdressers to purchase a Red Cross ambulance. The ambulance was formally presented to the Red Cross society during the Hairdressers' convention in Toronto on March 5. Immediately this had been accomplished, the Hairdressers' set out on their second objective—the purchase of a mobile canteen.

The fullest assistance and co-operation was given to the Hairdressers by the Allied Beauty Equipment Manufacturers' and Jobbers' association in these war aims. This association set up a committee, headed by W. L. Poppelwell, of the Martin Electric Co., Ltd., Toronto, with the object of having jobbers' salesmen seek out and collect the obsolete machines which often repose unused in the attic or cellar because their commercial value is nil.

Mr. Poppelwell came over to Hamilton on Saturday with several assistants, including Basil Hay, also a member of the scrap committee, and Morley Benn, also of Toronto. Mr. Poppelwell enlisted the support of several local salesmen of the Ontario Beauty Supply Co., Ltd., and for a few hours the building resounded with the hammer blows of his assistants as they broke down the once costly machines and dryers into small pieces and sorted them into various classifications.

Mr. Poppelwell said that while many hairdressers had responded generously to this appeal for obsolete machines, some having been sent in from far western points, he felt that there were many such machines right in this district, if the owners would only get them out. He said when these people saw a shining new plane with gleaming aluminum parts flying away to fight Hitler they would have the satisfaction of saying to themselves: "There goes part of my old permanent waving machine or dryer."

~~Hamilton~~