

Most Skins Need Some Stimulating Treatment

Despite the Many Calls Upon Time and Effort, Every Woman Can Spend a Few Minutes Daily to Keep the Skin Clear and Glowing, Says Expert.

(By Elsie Pierce)

Skins that are sallow or sluggish or sagging need frequent stimulating treatments. Skins that are tired need the invigorating influence of such treatments. Most women need a stimulating treatment occasionally, at least, when they are droopy, fatigued or have an "off day."

You have probably wondered how social leaders and busy business women manage to keep their complexions looking fresh and lovely in spite of

long hours of work or play, in spite of rushing about from one thing to another. I asked the very question among many social leaders in the Hamptons, the fashionable resorts

dry. But a cream mask that leaves the skin smooth and supple and at the same time stimulates the circulation is truly a "find." It was just such a masque that was used weekly in place of a salon facial.

A perfect combination with such a masque is a skin firming cream, penetrating, effective in removing lines from under the eyes and chin, correcting flabby throat and parched, dry skin. This can be used at night and while tubbing.

I might add that the busiest homemaker, society debutante or business woman can find the time for such a home treatment. The mask does not



You may not have a great deal of leisure nor the time for the luxury of breakfast in bed as **ASTRID ALLWYN** is having but every woman can spend the few minutes needed daily to keep skin clear and glowing.

down at the tip of Long Island. I knew that they were far from their usual haunts, their treatment salons. Busy all day with golf, tennis, swimming and in the evening with innumerable social engagements. Invariably they confided that a stimulating treatment with a firming cream and masque saved their skins from sagging, wrinkling and actually wilting with fatigue.

A Cream Masque

Masks have always been popular. Today they have reached the peak of importance among important beauty aids. The basis of skin beauty lies in the bloodstream and the success of beauty treatments depends upon their ability to stimulate and tone the muscles under the skin, to supplement nature's processes. Most masks drain the skin of its moisture and leave it quite

even need rubbing or massage. You merely apply it and that's all. The beneficial action of the mask is enough to stimulate the circulation.

A very busy season is ahead of you. Save your skin lest it run ragged. Remember that it is comparatively easy to "keep" it lovely, but much more difficult when there is corrective work to be done. (Copyright by The Bell Syndicate Inc.)

Ottawa Beauty Parlour Features New Coiffures

Hair styles are zooming up and up, to pinnacles of glorious curls. The most popular version of the new hairdress, "swoops" the hair straight up from the neck to a cluster of curls at the top of the head. This hairdress may be flattered by a saucy ribbon in the daytime (to keep the curls in place) or by a few delicate flowers in the evening to give that sophistication and glamour that goes hand in hand with a gala evening.

Other versions of the hairdress bring tiny curls in a halo effect all around the hairline at the neck, and gather them together at the top of the head. There are styles to please every taste, but every style carries the hair up to new heights, and away from the low curls, and "page-boy" hairdresses of the past year. The Ottawa Beauty Parlour is specializing in these new coiffures, and the fashionable woman will certainly have her hair "up to greet the spring."

Locket for Baby Attract at Bauman's Jewellery

Locket for baby, a fitting symbol of your love, are greatly favoured by the spring fashions. Tiny golden hearts, and various other shapes, will provide baby with a memory of days that will never come back and the memory of which is to be treasured. These lockets are being displayed in many styles by F. Bauman, jeweller, and he also has a large variety of the new cameo lockets for ladies which are so very popular this spring. These lockets, in keeping with fashion's call, are quite large, and will add that finishing touch to the spring ensemble.

A Scotch Thistle motif on non-crushable woven silk is a smart new note in the latest neckwear.

New Tuxedo Coats Show at Smart Set Dress Shop

The new tuxedo coats are finding more and more favour in fashion's eye with every passing day. These coats vary in length, some only reaching a few inches below the waist, while others are full length. The tuxedo front, is open with the lapel reaching down the entire length of the front of the coat. This gives a free and comfortable appearance to the coat, and at the same time flatters the wearer. An especially attractive coat at the Smart Set Dress Shoppe, was made of brown rabbit wool crepe, in the boxy style that is generally preferred, and fashioned with the tuxedo front. Scarfs in bright colours may be purchased to add a dash of colour to the ensemble, and to give its wearer a feeling of "being all dressed up."

NOVELTIES THIS SEASON IN ODD-SHAPED HANDBAGS

Ladies should have no difficulty this year in securing the sort of handbag that appeals to their particular tastes and attraction for the unusual. The bags this season are in all shapes, colours, materials — apparently everything to please all tastes.

New Peasant PRINTS in Swirl Frocks \$7.95

You must have one! High-waisted, swirl-skirted frocks in amusing peasant prints! Gay colors on black, navy, 12 to 20.



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F. BAUMAN

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