

Bathing Luxuries Mark Present High Standards

Busy Women of To-day Manage to Combine Bathing with Beauty Rites. Some of the Genuine Luxuries Available To-day to Practically All. Fun and Fragrance Mingle.

(By Elsie Pierce)

It is indicative of the high standard of living that we Americans have added so many little luxuries of the bath. Life may be one mad rush the whole day (and night) through, but the bath is where we stop, rest, luxuriate. How we love our bath and not, mind you, because it is a means of getting clean. You see bathing as we do at least once we really don't get the peck of dirt on our body. The bath is a whim with us, induces a feeling of languor and luxury. And why not, with so many, many manufacturers knowing and catering to that weakness.

The luxury list is really too long to run off in one sitting. But let's name some of the bathing delights anyway. Shall we start with soap, or with the little rubber sponge pillows that fasten themselves to the tub side by suction. What a soothing feeling to lie back on one of those pillows in tepid, scented water, dream your dream, forget life's petty problems.

Now we come to soaps. (We'll devote a wee space to the business of cleansing). There are innumerable types and brands of soaps, special soaps for dry or oily skin, soaps that often the water, soaps that are hung around your neck or slip into a wash cloth case, man-size soaps, guest size soaps, soaps perfumed with your favourite essence. Then there are brushes that do a thorough job and a tricky one. Brushes that come out of a skeleton handle, brushes that slip over the hand, brushes whose bristles were made for friction and that's where beauty enters the bath—whips up the circulation—makes skins clearer and eyes brighter. Loofah sponges come in for high honors, too. They come in colours to match bathroom tiles and all sorts of shapes and sizes.

Toilet waters, eau de colognes, bath essences are becoming more and more popular. Some are thrust upon the waters to soften them as well as the body and give the room as well as the

person a subtle, lingering fragrance. Manufacturers are ensembling their bath luxuries—soap, bath salts or bath essence, bath oil (to rub over the body after the bath) and bath dusting powder—all in the one perfume.

And talking about perfumes, believe it or not, there are even perfume balls to be attached to the shower disk so that shower addicts are not deprived of their fun and fragrance.

Beauty Treatment

Beauty has moved into the bathroom, no mistaking that. The busy woman combines her bath and beauty rites, smoothing cream over face and neck, allowing it to seep in while the body soaks and relaxes. After the bath a skin freshener is patted over the face and neck and voila sparkling, clean, fragrant beauty tip to toe.—(Copyright by The Bell Syndicate, Inc.)

Permanents Always Much in the Fashion

Get One as Often as You Need One, Says Beauty Authority

(By Elsie Pierce)

When permanents were first born, or rather invented, only the very rich and the very courageous dared to have their waves pressed into place. Gradually the permanent became perfect, prejudice died down, more women tried giving the lie to Nature. But somehow the idea persisted that summer was the only season for steaming.

But the summertime permanent has, happily, gone the way of the Saturday night bath. Women so often ask me, "How often shall I get a permanent?" And I say, "As often as you need one." Just as they ask, "How often shall I shampoo my hair?" And the answer always is, "As frequently as it needs shampooing."

Some hair grows out a good deal faster than others. I've known the same wave, given by the same operator under precisely the same conditions, to last only three months on one head and as much as five or six on another. The answer? The difference is accountable only by the rapidity with which the hair grows out.

True, some waves are weaker than others, but that's another point entirely. It is quite an art to turn out a wave that is strong, that will stand up and that at the same time is not tight or kinky. A wave that is "strong" and yet "soft" is ideal. That's the type being turned out by the hundreds today.

Three Requisites

Three requisites to the perfect permanent are: first, your hair must be in good condition. Healthy hair with enough natural oil in it is bound to take a better wave than hair that is dry, limp or lifeless. Hair that has been abused by over-exposure to the sun should be reconditioned before a permanent is attempted. The nicest part of living in this modern day and age is the fact that hair can actually be built up in a single sitting—unless of course it is in extremely poor health. The second requisite is: choosing a good operator and being guided by his or her advice to the best method for your particular type and texture of hair. Put your head literally in an expert's hands. But that doesn't mean that you need be ignorant or indifferent to the supplies being used. Take up the pads, examine them, make sure they have never been used before, and see that they bear the stamp of the wave you are getting.

The wave done the third and really most important step is caring for it. Have an oil shampoo after the wave, and treat yourself to oil shampoos frequently to keep the hair soft and pliable. Give the hair as much care, brushing, etc., before as after the permanent.—(Copyright by The Bell Syndicate, Inc.)

Pretty Fabric Bags at Remus' to Match Suits

Pretty fabric bags in pastel shades, to match your gay spring frocks, as well as your gay mood, are featured at Remus' jewellery store. Along with this assortment are paisleys and plaids, and bags of one colour, blue, grey and brown, to match your spring suit. These dainty bags are a necessary "gadget" this spring, for they are very feminine, and if your attire is "feminine" you are sure to please.

FASHION TOPS

in the
Easter Parade



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CLAUDETTE COLBERT dons this alluring negligee after her tub. It is made of peach chiffon in sunburst pleating and worn over a satin slip. Peach satin forms the neckline and sash.

STYLE

in your hairdress as well as your clothes.

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