

Beauty

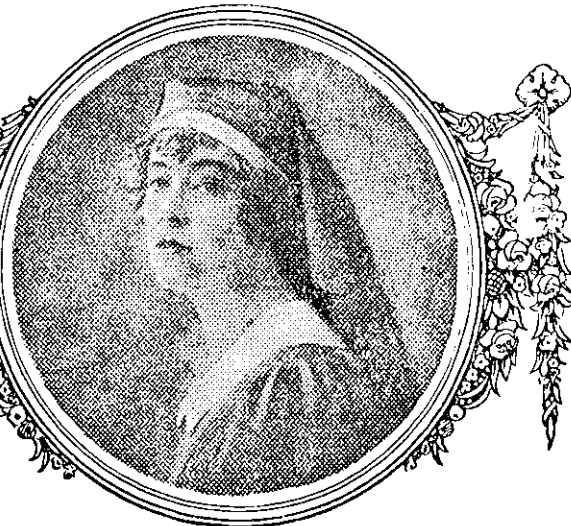
may be more than skin-deep, but the care of the skin goes a long way towards making beauty. The right skin tonic and one which gets well into the skin cells, nourishes them, and makes the complexion glow with vivid health and beauty, is

**BEETHAM'S
La-rola**

(As Pre-wear)

If effectually removes all Roughness, Redness, Tan, Irritation, etc., and is delightfully Soothing and Refreshing at all times.

Of all High-class Chemists and Serr.
Manufactured by
M. BEETHAM & SON,
CHELTENHAM SPA., ENGLAND.

The Princess of Pless

— one of the most beautiful of women —
praises Mercolized Wax for the Complexion

MERCOLIZED WAX absorbs the old dry and discoloured scarf-skin, leaving exposed the fresh new complexion underneath. Use it for a few nights and see how your wrinkles and skin blemishes will disappear. The fame of this remarkable wax is world wide. Can be obtained from all Chemists and high-class Stores.

The Princess of Pless writes:

DEAR SIRS,

"It gives me very much pleasure in writing you in order that every woman may know the benefits to be derived from Mercolized Wax. So much depends on good looks that without a clear complexion and an unwrinkled face a woman does not get very far in this world. I can tell you here, Sirs, with full truth, that people think I am younger than I am, and for this I have to thank your marvellous Mercolized Wax, which I have used since 1921, when I got back to my dear old England and those friends who were left. Anyone like me who has used cold creams and skin foods will see how vastly superior to them Mercolized Wax is for skin treatment.

"My maid here stands next to me whilst I am writing this letter and says that since I have used it I look years younger. I always use it after washing every morning and before going to bed at night, and my skin has become much smoother, and whiter, and my wrinkles have gradually disappeared.

"I write this letter in order to help the poor ladies who really want to know how to treat their skins, and to keep young-looking for a very moderate outlay instead of indulging in expensive beauty and massage treatments. This wax they can use themselves, and in a very short time they will be surprised at the difference it will make in their complexion. It whitens sunburnt skin, and for use on the hands it is most excellent.

Yours truly, "(Signed) MARIE THERESE, PRINCESS OF PLESS."

Become a Subscriber
Fill in Form—Page 72

When Writing to Advertisers be Protected
See Page 40

Please pass this
Copy on to your Friends

THE CARE OF THE EYES

THE eye is an index of the character, disposition, health, and various attributes of its owner. The tired eye usually means a tired body, but not always. A bright eye means good, cheerful spirits. The eye can do much to make or mar a face.

It is so easy to take proper care of it, both for health, utility and beauty's sake. There is no excuse for the too frequent neglect. Straining the eyes when by rights glasses should be worn, often accounts for "crow's feet" in quite young girls.

A habit should be made (especially by girls who do much secretarial work) not to face a strong light; let it fall on the work, and not directly on the eyes. This is especially important when using artificial light. Avoid a white light by using lampshades. Nothing is better than the familiar green shade.

Lighting-up time

SOME people are too fond of what they call "catching the last of the daylight." Unwise, indeed, just when the eyes are tired; rather let "lighting-up" time be directly the light fades.

There is nothing better to use as a lotion than the well-known boracic acid (or, to use its other name, boric acid). It is quite simple to prepare at home. Half an ounce of the acid (in powder, not in crystals) must be added to fifteen ounces of hot water. An average tumbler measures ten ounces. The lotion must not be used until all the powder has dissolved.

The Useful Eye-bath

BORACIC can be used hot or cold. It must not be heated by adding hot water, but by placing some lotion in a jar and standing it in a saucepan of boiling water. In bathing the eyes it is important not only to treat the lids, but to let the lotion get inside; an eye-bath is the correct thing to use.

When the eyes feel very tired nothing is more refreshing than to dip a pocket handkerchief into hot boracic and lay it across the closed eyes and leave it there for ten or twelve minutes. If the lids are swollen it will soon reduce the swelling.

Milk is excellent for bathing the eyes, but it must be quite free from preservatives, so is really only to be used with safety by the country

lass, who can get it direct from the cow.

Weak tea is a very useful eye lotion, but it must be poured off from the leaves almost directly it is made, or not allowed to stand for more than a minute. It can be used hot or cold, but hot is best.

Tear Traces

TEA is almost the most satisfactory thing to use to remove all trace of tears; the lids must be well bathed with it, and a compress, e.g., a handkerchief dipped in tea, left over the closed eyes for about ten minutes, as was recommended with boracic lotion.

To keep the eyes healthy and bright, they should be frequently bathed, especially by town dwellers and also by those who motor a great deal along dusty roads.

In using an eye lotion, the greatest care must be taken that all the ingredients are dissolved before the eyes are bathed with it; in home-made preparations, some people are apt to be in a hurry, and use them too rapidly, but it is most unwise.

A Warning

ON no account must anything ever be dropped into the eyes to improve their appearance; unfortunately the habit is becoming fashionable again among young girls who value their looks more than their sight. A bright eye is really a sequel to good health, and especially a good digestion. Another thing to guard against is not under any consideration to touch the eye lashes, if they are insignificant looking then they must remain so, no touching them up must ever be thought of, it is far too dangerous.

Many people sleep with their blinds up, in which case the bed must not be placed so that the light falls upon the eyes (of course, on dark mornings to early risers this does not apply). It is so much more restful to sleep without a glare of light, and in these days of strong artificial lights the eyes require more consideration than they did when soft lamplight was in vogue. Bright eyes, and healthy eyes, are only retained (or obtained) by care over small details, but the trouble taken bears a two-fold fruit; it not only results in making them attractive, but preserves that untold blessing—good sight.

WORLD-FAMED BISCUITS

**W. & R. Jacobs
& Co. Ltd., Dublin**

Are one of the largest makers of high-class biscuits in the world. No tea table is complete without their famous delicacies

Smeeton's Ltd.
carry large
stocks of
all varieties

L. H. Rogers & Co.

ROYAL ASSURANCE BUILDINGS
O'CONNELL ST., AUCKLAND

WHOLESALE AGENTS ☎ PHONE 43.001