

MY FACE IS MY FORTUNE

PREVENTION IS BETTER THAN CURE AND EVER SO MUCH EASIER TO ACHIEVE

PREVENTION, as we know, is better than cure—and where the care of the complexion is concerned, is ever so much easier, too. This is particularly true in connection with the harm which accrues from actual burning of the skin. If we only take sensible precautions in time, we shall be able to face the fiercest rays of the sun undismayed, and both add to the freedom of our enjoyment and increase the healthfulness of our being in the process.

The first thing to remember is the danger of water. Nationally we love "washing," and there is no doubt as to the refreshment of plunging face and arms into cold water in hot weather. It is, however, the surest way in which the mischievous rays of the sun can be attracted, and if we want to get as brown as the proverbial berry and have the pecu-

we like to use our usual very good face powder for the purpose, we can leave just sufficient on for appearance's sake; but it needs a good bit to cool and cleanse the skin, and so expense may have to be considered. One of the recognised talc powders are inexpensive and excellent.

Roughness of the surface, so slight perhaps as to escape notice in the ordinary way, is one of the signs to note; so is any inclination to swelling around the edges and sides of the lips and mouth, in particular. General discoloration of the skin will again be obvious if it has taken place in any untoward fashion, and so will the summer freckles which are usually better removed at once.

IN these directions cure may be called for, and this will mean securing the special lotion or prepara-



Boy: "Are we goin' t'have a cupacawfee?"
 MOTHER: "Don't say 'cupacawfee'—say 'cup of coffee'."
 Boy: "But I don't want a cupacawfee. I want a cupatce."—Eve

liar pigmentation which renders this possible, the best thing we can do is to wipe the face over with a wet, cold sponge just before we go out, and after we come in. If, on the other hand, we want to prevent the burning which is always harmful and generally ugly, this is precisely what we must avoid doing—and even if we are bent on getting brown, in view of Scottish tweeds and the moors, the process must only be very occasionally indulged in, so that mere tinting, and not burning, may only result. It calls, I know, for some self control to resist the refreshing, cold douche on coming in sometimes. From the point of view of cleanliness, however, the comfortable practice is negligible. Water alone will not cleanse the skin, as we may often remind ourselves with advantage.

THERE are one or two processes open to us. If the skin has not been much heated, one of the soothing, milky emulsions may be applied with all the good in the world; but if we have been really scorched it is better to leave all liquid alone for several hours, applying a "comforting" powder—a talc powder, for example—thickly, leaving this on for ten minutes, and then removing it thoroughly with cotton wool. If

tion needed. Freckles, for example, yield to treatment easily enough, provided it is properly directed, which means that not only must the right preparation be employed—one or two of outstanding virtue are available—but that it must be carefully used according to the directions. Tan or other severe discoloration follows in the same category, though it may be worth noting, in case one is away from ready help, that a really good eau-de-Cologne, applied by dabbing freely through the medium of cotton wool, with a liberal application of face cream afterwards, does admirable emergency service here.

For the roughening, amounting to actual peeling of the skin, which results from exposure to sun and wind when careful precautions have been omitted, again remedial measures are needed promptly. Premonitory warnings of what is happening are seen in the careful scrutiny advised, when powdering of the surface is noticed even though actual roughness is not yet visible.

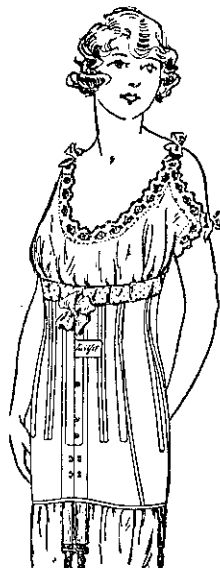
NOW this means a great deal more than the surface injury, ugly though this may be; for the damage done forcibly extracts the natural nutriment of the skin, and

Continued on page 66

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