

LET YOUR KIDDIES EAT

Hudson's Concrete Co., Ltd.

SANFORD'S BLDGS., CUSTOMS ST. W. AUCKLAND Phones: Office 42-752 Works 12-539

price on application

CREAMOATA

for Breakfast

They will be happy and contented and grow to manhood and womenhood healthy and strong.



David, Esther and Ruth Howell, Putetaha, Hamilton. Winners of Prize Competitions.

FLEMING & COMPANY LIMITED, GORE, N.Z.



Joyce, the daughter of Mr. and Mrs. J. M. Elliffe, of Coronation Road,

Epsom

Broadway Studio, Auckland

MY FACE IS MY FORTUNE

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unless preventive measures are taken, early lines and wrinkles will result, to say nothing of the coarsened, weather beaten appearance with which we are only too familiar in these sport-loving days. It is no good lightly dabbing a face in such condition with lotion or cream, no matter how good in themselves. What is wanted is regular treatment, and one repeated on successive days if possible, and if the mischief is considerable.

HIS will mean at least half an THIS will mean at least man hour's seclusion, the bulk of that time spent lying back quietly in an easy chair, with a thick layer of cream over the face-quite a thick one, and of a cream possessed of soothing, healing properties, not one which either feeds or cleanses the skin necessarily. After this has been in place for as long as can be allowed, and has been gently removed, pieces of lint should be taken, cut roughly to the shape needed, soaked in a soothing, milky emulsion, and placed in position, where they will stick on account of their moisture. As they dry they should be re-soaked, and if the process can be repeated several times, so much the better. An oblong piece will cover the forehead if this has suffered, a square shape be laid easily over the nose, and a circle cover the chin, while for the cheeks heart-shaped pieces are best, but with the pointed ends inclining to one side so that they come down by the nose and side of the mouth, the other side curving from below the temple round the jaw bone.

As I say, the longer that can be devoted to this duel process the better. If it can be only the half-hour, nearly twenty minutes should be given to the cream (which must, of course, be carefully removed with soft muslin and cotton wool before the soaked lint is called into service), the remainder to the lotion, and, roughly, this is the proportion into which the time available should be divided. At its conclusion, the face should be gently dried by dabbing with cotton wool—you will remember what I have so often stated, that one cannot treat skin which has been sunburned with too great gentleness-and finally dabbed again with some spirituous lotion, or failing that, with good eau-de-Cologne, which, evaporating, leaves it delightfully cool and fresh, as well as toned up" after the experience through which it has passed. Meticulously clean, too, so that, when dressing time comes, all that is needed is the usual application of powder, touch of colour or what not, for a perfect effect.

-X.Y.Z., in Eve.

Feather Fashions

Long ostrich feather boas in two colours are being worn with great success with the new shaded frocks. Grey lace over mauve toned satin was finished with a purple and grey boa, and two shades of blue, light and dark, are mingled in another model and its matching feathers.

Jo-days Shingle

The fashionable shingle of the moment is known as à la bébé. The hair is cut to a point over the forehead as well as on the nape of the neck, and a softly curled little fringe and side pieces contribute to the youthful appearance given by this coiffure.