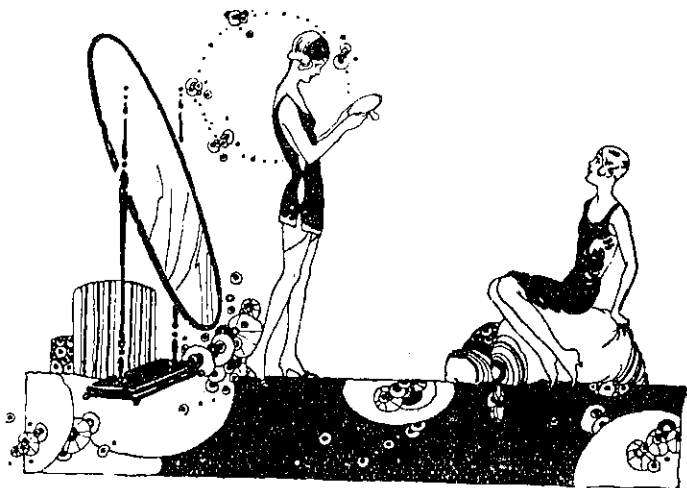


Holiday Bogies

How to "Lay" Them

By a Well-known Writer on
Physical Culture.



"An' the bogies will git y'ere if y'ere don't watch out"—so deeply was this impressed upon my infant mind by my nurse, whenever I incurred her wrath and displeasure, which was at least six times during the day and as many during the night—that to this day a bogey is a tangible person, as I believe it is to most of us; even to the "just-grown-ups" whose nurses would have been put to a slow and painful death, had they ever dared to put the fear of anything or anybody into the tenderly treated beings born early in this century.

There ought not, it would seem, to be a liason between holidays and bogies, nevertheless there is a whole troupe of these objectionable beings, who stow themselves away in our suit-cases among our filmy frocks and gossamer silk stockings or show an affection for the shelter of our tweeds and woolies; while others sit affectionately on our shoulders whispering all the fearsome things that may assault life and limb and looks, if we don't watch out.

To the woman who values the beauty and texture of her skin they suggest how deplorably easy it is to become freckled and sunburnt, and how difficult to get the complexion clear and blemish-free again.

She, who is wise, gives this bogey a proper "what-foring" by wearing shady hats lined with brown, red or yellow, if she does not want to freckle. She covers her neck, chest, arms, and hands (arms especially because she knows that exposure to light not only tans and freckles them, but may encourage a strong growth of hair to appear as well)—and carries a sunshade. To prevent a network of sun wrinkles from invading her eyes, forehead and the bridge of her nose, and to prevent the eyes themselves from becoming blood-shot and inflamed, she wears dark

glasses, tortoiseshell rimmed; and if she is the fortunate possessor of what the French call "chic," manages to look attractive nevertheless.

As further precaution she bathes her face, etc., with buttermilk lotion, failing the real article, or rubs a slice of freshly-cut lemon or the rind of cucumber over such portions of her anatomy as the sun has kissed, letting the application dry on.

She uses cucumber emulsion night and morning instead of cream, and should she be in the reign of snowy mountains she will use cream consisting of lanoline, to which a trace of quinine has been added, before making an ascent, coating this with fine powder.

The woman who considers shady hats, high necks or the wearing of scarves and sleeves out of doors a superfluity and yet hates being burnt, has no choice but to cover all the vulnerable portions of her anatomy with a thick coating of calamine lotion, tinted to tone with her own flesh, and cover this again with powder; the effect in a strong light is artificial, but it is a great protection. The preparation must be removed with cold cream and the face then well washed every night before going to bed, and a little good cold cream well worked in so that the skin may not become too dry after this treatment.

The few and fortunate beings whom the Sun god loves and beautifies with his kisses, will be well advised to wipe their faces, arms, chest and necks over with a trace of very pure sweet oil and go into the sunlight, they will then burn a most attractive clear brown uniform tint without injuring the skin; but such treatment is for real youth only.

YOUTH



YOUR COMPLEXION NEED NEVER AGE

The secret of youth is health—and a healthy skin is the secret of a radiant complexion.

Let OATINE CREAM enable your skin to function as it should—let it awake your sleeping beauty.

OATINE CREAM protects your complexion against summer sun, against British weather, against the strain of all the years to come.

Buy a 1/3 tube or a jar at your chemist's and prove this for yourself.

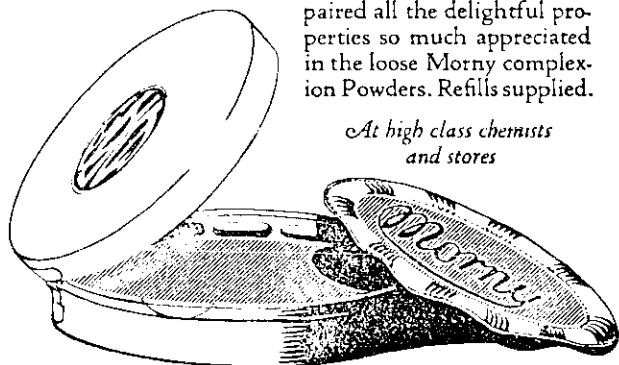
Oatine

AWAKES YOUR SLEEPING
BEAUTY

Sole Agents for New Zealand:
Tait, Carlisle, Simpson, Ltd.
Christchurch and Auckland

The MORNY COMPACT OF June Roses

To carry Mornny Complexion Powder conveniently throughout the day—it is the wish of all women of taste. The appearance of the Mornny Compact therefore is an event in the world of fashion. This charming accessory is all that one would expect in a creation of the house of Mornny. It is of gilt fitted with hinged lid, full-view mirror and a decorative puff—all beautifully finished. And, so important, the compressed powders, June Roses or Chaminade, retain unimpaired all the delightful properties so much appreciated in the loose Mornny complexion Powders. Refills supplied.



At high class chemists
and stores

N.Z. Agents: SALJOND & SPRAGGON LTD., WELLINGTON