

New Air-Floated Face Powder

Amazing Discovery of Paris Beauty Chemist

Face powder ten times finer and lighter than ever before thought possible! Only powder that floats on air is collected for use. This is the amazing new process of a Paris chemist—now adopted by Tokalon.



That is why Poudre Tokalon spreads so smoothly and evenly covering the skin with a thin almost invisible film of beauty. The result is a perfectly natural looking loveliness. So different from the old-fashioned heavy powders which only give a "made-up" look. And Poudre Tokalon still contains Mousse of Cream, which makes it cling to the skin for 8 hours. In the hottest restaurant your face will never need "touching-up" if you use Poudre Tokalon. At the end of a long evening's dancing your complexion will still be fresh and free from shine. Obtainable at all Chemists and Stores.

RUSMA

KILLS SUPERFLUOUS HAIR

Results guaranteed. Consultations free and confidential. Send stamped addressed envelope.

FLORENCE HULLEN C.M.D., Dept. 1,
Bank of N.Z. Chmrs, Manners St., Wellington

Thrill him.

with your glamorous BLONDE HAIR

The fascinating glamour of blonde hair has a spell binding appeal that few men can resist! This is your extra sex appeal. Guard it jealously. Keep glamorous high lights in your hair always with Sta-blond. For Sta-blond prevents blonde hair from darkening and brings back that irresistible golden sparkle to faded, mousy hair. No injurious dyes or bleaches in Sta-blond. Its precious ViteF nourishes the hair.

ENGLISH PRODUCT

STA-BLOND

THE BLONDES OWN SHAMPOO

WHILE THE KETTLE BOILS

(continued from previous page)

with, and often his romantic interests are side-tracked by the driving power of this ego. Whereas a woman will sacrifice anything for love, man will draw a definite line if his ego is trampled on or his pride hurt.

It is the intellectual woman, Dr. Bisch contends, who is liable to hurt a man's ego. That is why he shies away from her and explains, perhaps, why some giants of intellect marry silly, little, loveable women.

The trouble is, the argument goes on, that so many brainy women can't resist flaunting their intellectual powers when in a man's company, which you'll agree, is not a very subtle thing to do; but there it is.

Men like to engage in small talk with women, or they like to impress them with tall talk about themselves. If the woman listens admiringly, paying due tribute to the man's intellectual powers, he will get a far greater satisfaction than to be praised for his clothes—or for being a great lover. The woman who allows herself to be impressed by brains invariably makes a hit.

Dr. Bisch remarks that often he has heard the criticism that the intellectual type of woman loses her femininity. Men claim that her seriousness makes her old before her time—that she does not laugh readily or appreciate the lighter side of life.

The Doctor does not however advocate the Dumb Dora type of behaviour. But to be successful with men, he believes that a woman, as a matter of politics, should avoid upsetting the masculine poise.

Lovemaking enters into the argument, as this is as much a part of the mind as of the emotions. One would expect the intellectual type to excel in it. Yet, she doesn't. Maybe her superior intellect causes her to despise the love intrigues resorted to by her less gifted sisters. Dr. Bisch divides the mind into two parts—the intellectual and the emotional processes—and perhaps the two cannot flourish equally well in the same woman. The Du Barrys and Cleopatras of history Dr. Bisch regards as clever rather than intelligent.

He also draws a definite line between "intellect" and "intelligence." A person may not be gifted with intellectual powers (reasoning, logic, etc.), yet be highly intelligent. To use the Doctor's words: "Intelligence is the ability of individuals to adapt themselves to their own environment, by using their intellectual equipment for their own advantage."

The brainy woman with intelligence can and does attract all kinds of men. In short, she is subtle and clever in her management of them. Thus the brainy woman, who is also intelligent, can actually turn her handicap into an asset.

As Tweedledum said to Alice as she wandered through that magic looking-glass land: "I know what you're thinking about, but it isn't so, nohow. Contrariwise, if it were so, it might be, but as it isn't, it ain't. That's logic."

Yours cordially,

Cynthia

Suiting Colour To Your Colouring

(Written for "The Listener" by ALIX)

Colours for Make-up

Make-up colours can't be chosen too carefully. Some say, match your skin, others, make-up to your eyes; others again suggest making-up to the skin tones. Fortunately, skin, eyes, and hair usually belong together—so that when hair turns grey, the skin often changes with it, and where you could use strong primaries before, you must now turn to the subtle off-tints. I remember seeing a woman addressing a meeting. She had a largish figure and beautiful grey hair which she piled high to give height. Her dress was of simple grey chiffon and this neutral colour faded her figure out and brought out the beauty of her hair. She had a big bunch of violets at her throat and this gave her grey eyes charming violet tints.

A good suggestion is to play up to your most striking feature. If your hair is a wonderful shade of blonde, red, or black, play up to that. If your eyes are good, play up to them. Another trick is to wear colours that include the dominant skin tone or else present a striking contrast.

Colour Chart

Here is a rough colour chart. **WHITE SKIN:** white, black, any clear colour. **CREAMY SKIN:** canary yellow, chartreuse, green, golden brown. **PEARLY SKIN:** dusty pink, heather, rose, beige, or for a flattering contrast, black. **OLIVE SKIN:** scarlet, flame, emerald, beaver brown. **ROSE SKIN:** rose, peach, and for contrast, green. **SWARTHY SKIN:** terra cotta, orange, scarlet, tobacco brown, and for contrast, cerise.

The use of Rouge

Red-haired women should be wary of rouge; it may make them look common. But rouge is the great standby of the women with average brown hair and drab colouring, as it brings out the shade of their eyes and brightens the hair. Rouge is also a palliative for red noses. Wear more for the evening and it will be influenced by the colours you wear. Blues, greens and violets require more colour, whether natural or applied, than do yellow and reds.

If you want to bring a violet touch into blue eyes, try a violet frock. For blue eyes wear every tone of blue, also rose. For grey wear grey, dusty rose, mauve, chartreuse. For hazel, try hazel green, golden brown, coral, peach and flame.

Brown eyes need brown, emerald, scarlet, amber, rose-beige. Green eyes need hunter green, fir green, peacock green, turquoise, copper. For black eyes use black, yellow, jade, gold and orange.

Keep the costume a shade lower in tone if the hair is colourful or else, as in the case of black hair, stress its vividness by strong, brilliant shades. For ordinary brownish hair, you can get rinses with a warming coppery glint. Indeed, rinses can be most useful during the awkward stage of turning grey.

White hair can be a great asset with a fresh skin or bright clear eyes. But it needs to be blued very subtly to combat the yellowish look that most of us know too well.

VIVID colours are for vivid types. Less definite types should wear softer shades or they will look washed out. Have your costume a colour that is good for your figure (if plump, a darkish shade, otherwise anything you fancy), and remember to wear touches of colour that blend with your own near your face; at the neck of a dress or coat, at the faceline of a hat, in the necklaces or ear-rings.

Saxon greens and madonna blues accentuate pallor and make blonde hair



Although the parachutists probably will not get time to appreciate it, even the "parashots" watch their colour schemes

almost platinum. Brunettes also, especially with yellow skin tones, can wear blue divinely if of soft deep tones. Titian, we know, loved to paint red-haired girls and in red too. But the red of the dress was more of a henna red and always just duller than the lady's locks. If he had painted them with blue dresses, it would have shown up still more the red of their hair.