

While The Kettle Boils

Dear Friends,

Last week I spoke of the necessity of sleep in relation to nerves. Sleep, like eating and breathing, is such a vital thing to us, that it really deserves a letter all to itself.

Perhaps you have heard of that wealthy old Rumanian gentleman who, after being knocked unconscious in a bombing raid during the last war, has never been able to sleep since. In desperation, he offered a fabulous reward to anyone who could make him sleep. Suggested cures and offers of help poured in on him from all over the world. Most of them he tried. But he is still sleepless. An added torture, I should imagine, is the memory of the days when he was able to sleep; to experience that exquisite drowsiness that steals over the body—and finally closes our eyes and mind in deep slumber.

Unfortunately, constant loss of sleep takes a terrific toll of nervous energy. Sleep is Nature's healer. Our whole body, after a hard day's work, renews itself during sleep. The bodily functions slow down, and a new store of energy is accumulated. We all know that fresh, alert feeling we experience after a good night's rest—and the corresponding listless, dead sensation following a sleepless night.

There are varying opinions as to the correct number of hours for sleep. One Hungarian scientist divides people into two classes; a large majority who are rested by a good share of sleep before midnight, and a smaller number who derive most benefit from sleep after midnight. But the accepted standard is eight hours sleep.

The trouble with a lot of insomnia sufferers lies in the mind. They are "afraid" they won't sleep—and the thought dominates them. If they could only be persuaded that lack of sleep is not as serious as they imagine. If they are merely lying in bed resting, they obtain the benefit of this relaxation. Eight hours of lying still in bed resting is worth four hours of sleep. The essential difference between rest and sleep is that, while merely resting, the body is disturbed by all exterior noises, while in sleep, the body is screened from noise, not only by partial loss of consciousness, but by dream protection. One function of our dreams is to convert exterior noises, that might awake us, into fantasies that do not disturb us.

There are a number of good suggestions to try and procure sound sleep. The old method of taking a tepid bath half an hour before going to bed still holds. And warm feet are imperative. Hot milk at bedtime is always helpful, but most needful of all is the ability to shut out conscious thought. Imagine pulling a dark blind down over your mind, the same way as you would screen a window from the light. A conscious act like this often helps.

Sleep can't accomplish miracles, straighten crooked teeth or re-shape

your nose, but it can keep your eyes sparkling, your hair shining, and your complexion clear and smooth.

Yours cordially,

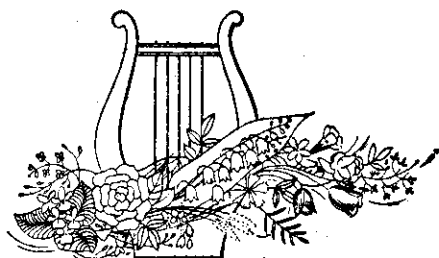
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RHYTHM OF BEAUTY



by Etude

THE softer lights of evening cast a glamour of light and shade and effect that has to be taken carefully into account by the woman who would appear in perfect harmony of make-up, and with her natural gifts of beauty enhanced.

Nothing is more ugly than a white mask of powder and a slash of vivid lipstick. Charm vanishes with haste when this crude effect—too often seen—is produced. The exotic contrasts and effects of a few seasons ago are now entirely condemned, and the enhancement of natural colouring, style and effect to be striven for. Once again we are "real" women... and not stage effects!

The average woman, home or business, has usually had a busy day... she needs to feel and look refreshed if the evening is to be one of enjoyment.

It is worth while taking a little trouble, and, once the principles underlying make-up have been mentally absorbed, and the choice of cosmetics made—it is really a very simple matter to make the most of the gifts that nature has given us.

So—this is the order of the Evening...
(1) Thorough Cleansing, (2) Relaxation,
(3) Make-up, (4) Enjoyment!

Let us imagine coming home after a busy day. Dinner in the average New Zealand home comes before dressing.

Then cleansing... the choice lies between cleansing with water—or with cream.

If you have the type of skin that water suits, spread over face and neck a layer of Etude Cleansing Cream with a rotary

motion, and then dab your face gently with a soft towel dipped in warm water, and, if town life has given you its film of muck, use a very little good quality soap.

If you don't like using water on your face use the cream only and remove thoroughly with tissues. When thoroughly cleansed, close the pores with Etude Astringent Lotion. This will leave your skin feeling exquisitely cool and braced, and you will be surprised to see how refreshed you look already. If you have time for a warm bath—it's a good plan to have it while the cream is on your face.

Now—Relaxation—lie flat on your back, in the dark if possible, and, if your eyes are very tired lay on them a thin layer of cotton wool soaked in the Etude Astringent Lotion.

Just for 10-15 minutes forget everything—your work of the day, your anticipation of the evening... just let yourself go limp, and relax.

But don't go to sleep! Your dress is waiting ready to be put on without fuss or bother—see to this *beforehand*.

Now your Make-up! A delicate film of Etude Foundation Base, in the exact shade to suit you, gives a soft bloom to your skin... face, neck, arms, shoulders, or you may prefer to use Etude Vanishing Cream under your powder.

Then apply your Rouge, carefully, in a good light, and from the temples down to the nose, and so, softly towards the ear.

Lipstick comes next... there are lovely shades, and the texture is perfect in Etude. Use a lip-brush... it gives a

MAKING UP FOR EVENING

"For the lights of Evening, Beauty must be softer, more subtle, more harmonious... and cosmetics delicately applied..."

softer, more natural line and surface, and it is hygienic and easily kept washed and fresh.

A fine film of Etude Face Powder is the finishing touch... its air-spun texture gives an exquisite surface yet it never clogs or falls... and the shades are delightful. Apply this generously, and brush lightly off with your powder brush to give evenness and natural effect.

And so—into your frock... your hair dressed in its most becoming way and touched with a lustrous gleam with Etude Brilliantine.

Your hands finally washed in warm water and made soft, white and supple with a very little Etude Hand Lotion... so cooling and delightful... and you are quickly, easily and charmingly ready for all that the evening offers.

But a last word... use cosmetics sparingly... but choose them with care. Be sure of their high quality... for your beauty's sake.

How to buy 'Etude'

The Etude Beauty Preparations mentioned in this article are Etude Cleansing Cream 5/6, Etude Foundation Base 5/6, Etude Lipstick 3/6, Etude Brilliantine 3/6, Etude Hand Lotion 3/6.

All leading chemists and stores stock Etude Beauty Preparations, but if you have any difficulty in obtaining them, write to Etude D P.O. Box 671, Wellington, N.Z., enclosing your order and remittance and you will receive your Etude by return mail. A copy of the booklet "The Open Sesame to Beauty," by the Etude Beauty Specialist will be forwarded to you FREE with your order.