

While The Kettle Boils

Dear Friends,

One of the most pathetic of human ills—an affliction of the spirit—is loneliness. There are hundreds of lonely people about us who, though living in a busy, populous world, find themselves alone and forgotten.

Circumstances control many of these lonely folk, but there are as many others who can find remedy for their state if they only have the will to go about it.

Recently I was staying in an apartment house, and here I saw some pathetic examples of lonely lives — women, living in one room, shut off from converse, existing in some remote, lonely world of their imaginations. One particular woman used to resort to all sorts of little subterfuges in order to snatch a few moments of friendly conversation. An excuse to borrow some article—or waiting outside her room in the hope that someone would stop on her way past and have a word with her. I learnt she received a small income, just sufficient to support her. One day I said to her, "Why don't you take a job? You would feel so much happier with something to do." A week later she came, with a beaming face, to tell me she had just taken a position as a daily housekeeper to a widower and two small boys. She returned home every night, quite happy now and contented—and no longer alone.

Work is a great solace and an un-failing cure for loneliness. It takes you among your fellow men and gives you that self-respect and reliance that is denied to those who live idly and alone.

There are other remedies for loneliness. For young people — there are lonely ones among them, too — a sporting club, tennis, golf, ping-pong, bridge, will open up a new world. They will meet new people—and will find there kindred spirits who are in need of sympathy and friendship just as much as they are.

Don't hide your light under a bushel. If you possess some gift or talent, don't be afraid to talk about it or display it. Remember, the world accepts you at just the valuation you place on yourself. So don't be tempted to underestimate your talents.

Some women find that their particular expression lies in church groups, hospital work, luncheon clubs, amateur theatricals, and such societies. There is something to be got from each and all of them that will banish effectively the boggy of loneliness. This world of ours is in need of so much help and solace.

A hobby is a grand panacea for loneliness. No, one should be without an interest of this kind. But you've got to be an enthusiast to obtain the desired effect. If it is gardening, go out after it in a big way. Study floral decoration, enter for horticultural competitions. You may find yourself a hidden artist—and you won't have time to be lonely.

If it is stamp collecting, don't rest till you get the best collection — and then keep on trying. Or what about autograph collecting? Keep an eye on celebrities who arrive, and then go after them with book and pencil. You will find it an engrossing pursuit — and it will bring you in contact with all sorts of interesting people. There are dozens of hobbies and pursuits we can follow

—and no one should find an excuse for loneliness.

Why, right on hand, at this present moment, there is something for everyone, doing war work—and every hand is needed. When it is all over, you will be able to look back with pride and reflect that you have played your part towards the ultimate victory. And to be really needed, as we are now, is a

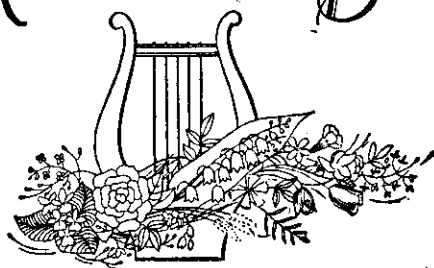
matter of personal and national pride.

There should be no lonely women in war-time.

Yours Cordially,

Cynthia

RHYTHM OF BEAUTY



NIGHT-TIME BEAUTY CARE

"Give your skin a soothing lullaby with gentle cleansing treatment . . . and an upward lift with skilful massage and nourishing skin food."

by Etude



IT'S a glorious feeling to sink into bed at night when tired, with the least possible bother . . . only sweet sleep seems essential. Yet, in the morning . . . what a reckoning our mirror hands us. Discords of inharmony shout of clogged pores, sluggish tissues, dull circulation. And the repetition of neglect . . . like discordant music, fills us with dislike of our own particular face. For few skins, even the youngest and most resistant, can stand up to neglect, and look fresh and beautiful when forced, night after night, to absorb pores-full of city grime, dust, oil and the residue of constantly applied powder.

So, no matter how weary you are, how late the hour, spare ten minutes, or less, to thoroughly cleanse your skin, particularly the parts exposed to the dust laden air . . . face, neck, hands and arms, too, if you wish to keep them young, especially the elbows.

Then your skin will breathe in comfort as you sleep . . . will absorb its delicate diet of nourishing cream and greet you in the morning with a glow of health.

So—to cleanse! Apply with a firm yet gentle circular movement a layer of Etude Cleansing Cream. Work this well



in to face and neck particularly, and when almost absorbed remove all traces with soft tissues. You will be amazed to see the dirt that has been massaged out of the pores, for this cream gets well down into the pores and eradicates all impurities.

Some women like to use warm water as well after the cream, and if so, use a scrupulously clean, soft face cloth and pat and friction the skin well. Then

dry, and, if your skin is an oily one, dab on a little Etude Astringent Lotion, particularly round the nose, eyes and neck. Then give your skin its nightly food! Work gently in, with a rotary movement, a little Etude Skin



Food. This is most important, for so many tired, loose skins are due to neglecting to feed the tissues. Etude Skin Food is rich in Vitamins A, B, and D. Yes! Your beauty preparations should supply those essential vitamins too! In Etude Skin Food they are supplied by a precious ingredient, Turtle Oil, and by other nerve-strengthening ingredients. This wonderful skin food also contains Cholesterol (which forms part of the tissues of the skin, and Lecithin to build up nerve tissue). Do you wonder that your whole face feels youthful, rested and refreshed in the morning after using Etude Skin Food at night?

For the best results, leave a very thin film of the food on so that it can be absorbed slowly while you sleep and yet not prevent the pores from breathing easily.

Cold Cream may be used instead of, or in addition to, Etude Cleansing Cream, and Etude Cold Cream is made of ingredients that not only cleanse, but nourish the skin as well, and is particularly effective if blackheads and pimples have dared to make their appearance. If this has happened, massage a little Etude Muscle Oil thoroughly in before using the Cold Cream, and the obnoxious blackheads will disappear. Massage Etude Cold Cream in gently with a circular motion, upwards and outwards

always, and wipe off any surplus cream with a tissue.

And then . . . horrors! Those wrinkles and tiny lines round tired eyes. Neglect is fatal! Thankfully we pat in a very little of the precious Etude Turtle Oil . . . with little, quick definite pats that send it into the softened skin and bring up the circulation.

Some women, too, with open oily skins like to, last of all, pat in a little Etude Astringent Lotion to tone up and invigorate tired tissues—but for the average skin a morning application is best.

And so to bed! With a complacent, harmonious sense of satisfaction that beauty has been well served . . . and prepared . . . for the morrow!



How to buy Etude

The Etude Beauty Preparations mentioned in this article are Etude Muscle Oil 3/6, Etude Cleansing Cream 5/6, Etude Skin Food 4/6, Etude Cold Cream 3/6, Etude Astringent Lotion 4/6, Etude Turtle Oil 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, and written information will also be gladly given regarding simple massage, or any beauty problems on which you personally need advice.

Watch for next Etude article on "Special Care of the Skin."