

While The Kettle Boils

Dear Friends,

A conversation the other day on spy systems among nations brought up the name of Mata Hari. Those of us who are not familiar with the name of that famous German spy during the Great War will, at least, remember Greta Garbo in the picture play.

Garbo brought to the part all her genius, her wealth of charm and histrionic ability, but actually, in appearance, she was the antithesis of Mata Hari. Garbo is Nordic, Mata Hari was a warm, southern type of beauty.

It is fascinating to take a peep into the real life of Mata Hari, who was truly, as the novelists say, a child of fate.

A romantic story was built up that Mata Hari was born in India and reared in the sacred precincts of a temple. The oriental dances she favoured later in life lent colour to the story. Actually her beginning was a much more prosaic one.

She was Dutch by birth, and her real name was Margareta Geertruida Zelle. Margareta's early life was spent in the environment of her father's small hat factory—a mundane setting for such an exotic bloom as Margareta proved to be.

When she was 14, her mother died, and apparently all attempts at parental control went with her. Tasting for the first time the giddy sense of freedom, Margareta, then a mature and attractive girl, had her first love-affair with the Director of her school. This early adventure, linked to an incurable romantic nature, led her, when she was 17, to the next foolish step. She answered a matrimonial advertisement. The gentleman was a middle-aged Dutch army officer with the very un-Dutch name of Rudolph MacLeod, and almost immediately they were married.

Such an ill-chosen union could only end one way. Rudolph, heartily tired of his brilliant, flirtatious young wife, eventually turned her out of his house. Margareta had to live, and she now turned her attention to the study of dancing—something she loved and for which she was inherently fitted.

Pictures of Margareta at that age show a dazzling young beauty, with dark, languorous eyes, an abundant head of hair, and a ravishing figure. She took the stage name of Mata Hari (Javanese for Eye of the Day).

In quite a short time Mata Hari was the rage—and the toast of Europe. She danced her way through the Continental capitals, and foolish men laid their fortunes at her small, twinkling feet. But she had learnt more than dancing. Like a brilliant moth she always hovered—just beyond their reach.

Then came the Great War, and Mata Hari arrived in Paris. Here her triumphs were repeated. She was recognised as the most glamorous courtesan of her day. She dressed in the extreme of fashion, and was a familiar figure at all the Parisian amusement resorts. An interesting indication of Mata Hari's mentality is that she was known to turn to love philtres

and amulets to increase her already abundant charms.

At this time a rumour began to circulate through French official quarters that Mata Hari was suspected of being a spy in the pay of the German Government. An effort was made to trap her when she was given permission to nurse a wounded friend near the front lines.

But the trap failed when Mata Hari showed no interest whatsoever in the aerodrome nearby.

It was a German cheque, paid to her in Paris, which eventually led to her arrest and conviction.

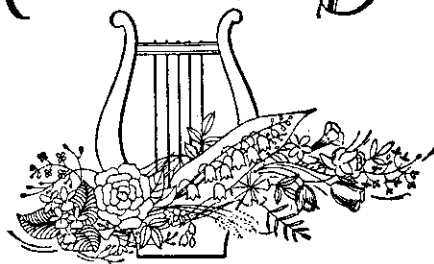
She was condemned to a spy's death and was executed on October 15, 1917. According to reports, she danced in her

cell on the eve of her execution, and went before the firing squad with a smile on her lips, dressed exquisitely.

Yours Cordially,

Synthia

RHYTHM OF BEAUTY



MAKING UP IN SUMMER

We must tune in to the rhythm of warmer, glowing colours, of sunlight and waves of hot winds, we must set the whole keynote of beauty to the demands of summer days.

by Etude




HOW we long for summer! And, once it is here, how we exclaim in a rising crescendo of dismay at freckles and sunburn, at arms and neck that turn dingy brown instead of a glowing gold, of tight, hot, dry skin and peeling tissues.

We must realise that the natural oils of the skin are being dried out more swiftly... the skin becomes dry and brittle, wrinkles come and tissues lose their soft rounded lines... our skin grows old unless the natural oils are replaced.

And so—food for the skin!


The soothing, nourishing properties in Etude Muscle Oil are just what are needed. Use it sparingly but massage it well in after the skin has been thoroughly cleansed with Etude Cleansing Cream. And learn how to massage... the Etude Beauty Specialist will be so glad to tell you exactly how this should be done, if you will send your questions to her at the address given at the end of this article.

 Yes! Food and Massage are essential. And remember that the older the skin, the more regularly it needs Etude Muscle Oil. Use this wonderful oil twice weekly if you are young—but each night is necessary for older people.

But every night... and this is most important... use Etude Skin Food. Such a delicate, creamy, cool food, with Vitamins A, B, and D, derived from the Turtle Oil it contains, and from other special nerve-strengthening ingredients. Containing, too, Cholesterolin, which forms part of the tissues of the skin, and Lecithin to build up nerve tissue... a feast for beauty! Etude Skin Food

should, of course, be gently massaged in... always upward and outward, remember!

If you have a very greasy skin with rather large pores, you may use Etude Astringent Lotion two or three times a week—but if your skin is fine and rather dry—then don't... you do not need it, in summer at all events.

 Day-time brings its problems in summer, even more than in winter.

Powder is apt to cling and dampen during summer sport and pleasure... but Etude Foundation Base gives a soft matt finish to your skin that is infinitely attractive, and that lasts unimpaired through the most strenuous tennis set... or the highest temperature. Its soft, warm sun-tan shades give an alluring loveliness to face, neck, arms and legs too, if you are the sun-bathing type. And it can be had in many shades for all seasons. Remember... summer bestows its own warm colour... and make up in harmony and not in violent, hot contrast. Choose from the lovely summer shades of Etude Foundation Base or Etude Face Powder, to achieve a warm glow that is in harmony and that will enhance your own natural colouring. Use lipstick if you wish, so long as you choose the shade carefully to suit you... and not just because you have seen an attractive shade on someone else. It may not look harmonious on you!... but instead may strike a violently discordant note. And remember that to use a lipstick brush is not only more economical but gives an infinitely softer, more becoming effect.

In hot weather, perfume is important... strong perfumes can be definitely unpleasant... but throughout the Etude beauty requisites only the most delicate and expensive French perfume is used

...so subtle that it never clashes with any other perfume you may wish to use. Especially is this so in the case of Etude Face Powder... for you will always wish to have this at hand for quick use, and the summer shades are so attractive that they give a glow to your skin that is definitely in tune with summer days. 6 shades are available and especially lovely for summer is Tahitian Tan.

To suit your colouring... study the colour chart in the delightful free booklet offered at the end of this article... "The Open Sesame to Beauty." It contains a full colour chart that is most helpful. Other shades of powder are available in shades to suit all average skins.

So... let summer come! Meet it with confidence in your ability to tune in to its demands... with the scientific help of Etude.

How to buy Etude

The Etude Beauty Preparations mentioned in this article are, Etude Cleansing Cream, 5/6; Etude Muscle Oil, 3/6; Etude Skin Food, 4/6; Etude Astringent Lotion, 4/6; Etude Foundation Base, 5/6; Etude Face Powder, 3/6; Etude Lipstick, 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.