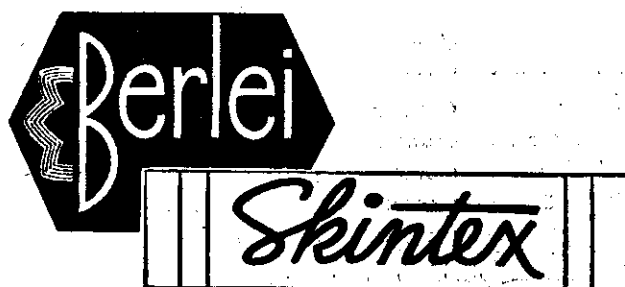


"WELL, BLESS MY BONES" ★ ★ ★



For the Curve of Beauty Wear a Berlei



WITH THE NEW FABRIC BONING

They said it in London . . . they said it in Paris! New York's still saying it. Put your figure into Skintex, and you'll say it too—"Well, bless my bones!"

For Skintex controls with 'fabric' bones, which aren't really bones at all. This doesn't mean that figures have fallen into the line of least resistance. Simply that the new way to resist is . . . **WITHOUT METAL BONES.** Instead . . . control-bands. Strong bands woven into pliant, feather-weight Skintex.

With the aid of Skintex you needn't wear bones, or quite so many bones—unless you're really heavy. You can't believe it? Then slip into any corset salon . . . and into a Berlei Skintex. Bend about in it, sit and stretch—you'll not entice a curve out of line. And you'll feel . . . glorious. You'll emerge radiant and convinced . . . wearing that Skintex!

N.B. See the glamorized Skintex. There's one that twinkles like stars. Another that gleams like moonlight. In a romantic new colour—Nude.

YOU AND BEAUTY



YOUR SKIN

YOU can have a lot of fun with your face, because there are so many exciting things to put on it. Apart from mere make-up such as rouge and powder, effect of which is immediate, numerous preparations are advertised which claim to cleanse and nourish the skin. In buying these, we must use discretion.

There are first of all, various types of creams:

1. **Cold cream:** This consists essentially of lanolin, almond oil, and beeswax, in combination with various other ingredients.
2. **Cleansing cream:** This is usually some mineral oil, paraffin or paraffin derivative, with perfume and perhaps colouring added.
3. **Vanishing cream:** This is usually stearic acid, the chief constituent of soap.
4. **Tissue building and nourishing creams:** These consist of lanolin again (the fatty substance from the wool of sheep), and lard or vegetable oils, with the addition, maybe, of some substance such as vitamins.

Cold cream is the only essential of these four groups. Its function is lubrication, and those whose skins are dry, need to apply cold cream regularly to prevent roughness and chapping. Cold cream or any cosmetic preparation should never be used, however, in cases of acne or any skin infection, as it tends to spread the infection.

Cleansing creams, consisting as they do of mineral oils, have the merit of spreading easily and melting into the skin at body temperature. They are a more expensive, but not often a more effective means of cleansing than soap and water.

Vanishing creams may help to keep the powder on, but leaving vanishing cream on the face is equivalent to leaving a film of soap, and many of us who shy off soap and water as a cleanser, use pots of vanishing cream in a year. Actually, vanishing cream has a drying effect on the skin, so unless your skin is oily, it is not to be recommended.

Nourishing creams are at the best only another variety of cold cream. They have the purely mechanical function of lubricating. There is no such thing as skin-food. The skin consists of living cells, which can be fed only from beneath by the blood stream. (This explains why internal health has such an immediate effect on the complexion). And most of the talk about vitamins in skin preparations is intended to trap the unwary. A cream made from animal fats probably contains Vitamin A, but this could not be made available to the skin by external application.

This does not mean that we can do nothing to beautify our skin from the outside. There are many things that we can do, and some of these will be discussed next week.