

STYLE HAS NO SIZE LIMIT NOW!

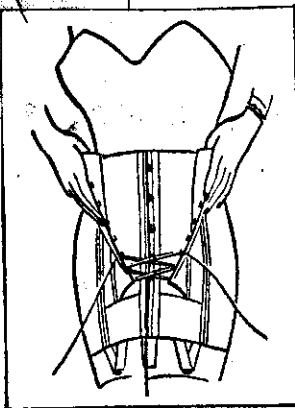


She carries her weight like a girl!

At school she learnt to call the Middle Ages the Dark Ages. At 45 she knows better. Nothing gloomy about her middle age. A Modaire Practical Front keeps her figure young.

Yes, big as she is. This foundation has taught her that figure beauty and youth are not a matter of weight reduction so much as weight distribution. A Practical Front slims excess flesh not by flattening it—but by support.

An inner belt of strong overlapping bands of elastic lifts the weak front muscles back into their normal position, re-distributing the flesh for beautiful body balance. That's how Modaire Practical Front comes to make such a wonderful difference to posture... poise... looks. You too, will feel younger, look younger, and stay younger — In a Modaire Practical Front.



MODAIRE

Practical Front

**YOU
AND
BEAUTY**



EYES RIGHT

WHEN father was a dashing young man about town wearing a boater, a chorus girl was taught to make as good use of her eyes as of her legs. If we can go by the number of chorus girls who married belted ears, these tactics must have been remarkably successful. Unfortunately, some stigma of non-respectability still clings to the practice of eye-rolling, so that we foolishly hesitate to practise it even in the privacy of our boudoirs. When I was young, I was laughed at by my young brother because I could never wink, but only blink. However, I practised diligently until, to my mother's embarrassment, I winked unconsciously at every passer-by. This habit of eye-rolling, however, practised at home, has a wonderful effect in toning up the eyes generally and in preventing wrinkles, and even if the habit recurs in public it may well have happy results.

Here are a few simple exercises.

1. Place the second and third fingers of each hand on the outer edge of the eye socket. Close the eyes firmly, at the same time pulling outward with the fingers.
You can feel the pull on the obicularis muscle. Count ten, then open the eyes. Repeat five times. This exercise is excellent for removing or preventing crow's feet.
2. Without turning the head, slowly move the eyes, first to the extreme left, hold and count five, then right, then up, then down, counting five, and holding the position after each movement.
3. Keep head still, roll the eyes, first toward the left in a circle, then towards the right. Go slowly, and take in as wide a circumference as possible. Repeat four times.
4. Suddenly look up, now down. Don't move the head. Repeat 10 times.
5. Draw an imaginary line inch by inch from ceiling to floor with your eyes, now up, now down. Repeat five times.
6. Looking straight ahead, draw up the lower lid in an attempt to meet the upper. Hold and count five. Relax and repeat five times. This, if persevered with, is the best method for toning up the muscle and preventing sagging and bagginess under the eyes.

A lot can be done to restore vigour to tired eyes by placing a swab of cotton wool dipped in boracic acid solution on the eyes for a few minutes. One teaspoon boracic acid is dissolved in a pint of boiling water and allowed to cool, then bottled. Use this solution also as an eyewash each evening. It is an excellent method of keeping the eyes healthy, clear and full of tone.

NEXT WEEK: Lashes and Brows

NEW ZEALAND LISTENER, MAY 2