

*The Best
Beauty Shops
Feature this
Contouré Lady*



A new kind of beauty service!

You've never enjoyed such complete, such unusual beauty service as awaits you at beauty shops that show this Contouré Lady and feature Contouré Beauty Aids.

Their operators are trained, expert beauticians who offer you their professional advice and knowledge—gratis! They thoroughly understand the skin's needs, of course they must, to achieve their results with corrective facials.

Go to one of these shops to-day and have your skin diagnosed, without charge. Find out what you can do for it at home; let a

real beautician tell you about the Contouré Beauty Aids you need if your complexion is too dry or oily; if pores are enlarged, or lines are beginning to show.

Imagine having an expert "prescribe" for you the same Contouré Beauty Aids that are used by the country's leading beauticians! Imagine being actually made up by an expert, with your correct shades of Contouré Face Powder and

Cosmetics! That's the service your beauty shop offers, if you only let Contouré bring beauty to you as beauticians do. Take advantage!

	s.	d.
Rapid Cleansing Cream ..	3	6
Skin Food ..	4	6
Muscle Oil ..	5	6
Finishing Lotion and Cream ..	5	6
Face Powder (refill 4/6)	6	6
Lipsticks ..	5	6

Contouré BEAUTY AIDS

THE main factors in mouth health are diet and extreme cleanliness, detailed under the following three headings: 1. Keep to a rigid, regular system of cleaning the teeth and mouth by brush and dental floss, in order to lessen the ill-effects of harmful fermentation of the starchy foods taken in the average faulty diet of to-day. 2. Reduce your intake of sugar, whether taken in the form of cooked dishes, drinks or sweetmeats. 3. Drink plenty

of milk. A quart of milk contains more absorbable lime salts than a quart bottle of saturated limewater, and is the most practical way of insuring a plentiful supply of calcium in the diet of child and adult.

MANY shillings have to be spent on cleaning evening frocks that have slipped off their hangers and become soiled on the floor of the dress cupboard. Take some velvet ribbon and

bind your evening dress hangers, or any hangers which you use for silk dresses. It will grip the silk and keep the frocks from slipping.

NEXT time you crack an egg before boiling, you will find that none of the white will escape into the water if you rub the crack well with batter before putting it into the boiling water.