

"THOSE whom the gods love die young," that is to say, remain young in heart, if not in appearance, until they die. Even middle age, so much more disconcerting to most of us than old age, can be held at bay by keeping one's life moving, mentally and bodily.

Nevertheless, there comes a time in the life of nearly every woman over the age of 35, when she looks into her mirror, and seeing herself as others see her, does not find it so much a gift to be sung for, as did the immortal Burns.

Happily, however, woman's charm is not altogether dependent upon the fleeting attributes of youth, priceless though they be, and if that glance into the mirror, when we saw more than we wished, tells us that we have been neglecting our responsibility for our personal appearance, let us remember the old adage, "Never too late to mend," indulge in a kind of material and spiritual stocktaking, and resolve to be up and doing.

IS it wrinkles, our own writing on our own faces, that we see? Well, there are wrinkles and wrinkles. Those slow etchings of kindly humour can be very lovable, but how different the lines that peevishness and gloomy discontent have engraved! If either are too deep for our liking, let us massage them out and make a fresh start. Hold the skin down firmly with one hand, and with the fingers of the other hand smooth and rub across the lines.

## Advice on How to Keep Young

### Electricity Helps in Diverse Ways

Anoint the fingers that are doing the rubbing with a little good face cream or olive oil to prevent abrasion; if you are thin, rub gently and soothingly, but if you are over-plump, and fain that this "too, too solid flesh would melt," rub hard, pound away. And then—

*Don't frown  
With the corners  
Of your mouth  
Turned down.*

*Better smile  
With the corners  
Turned up  
All the while.*

EYE strain is one of the greatest line-formers. You have to frown to focus. Be wise in time, have your sight examined, and get suitable glasses. In these days, they need not be disfiguring. So wide is the choice that a style can often be found that even lends an air of distinction, and who would not rather look distinguished than merely pretty?

Do you wear your shoes too tight? If you do, aren't you foolish? To few onlookers is it apparent whether you wear size 4 or 6, except that one fits and the other does not, but your poor

feet know all about it, and keep sending you that little wince of pain that leaves its ugly mark. That, too, is a matter to be frank with yourself about, isn't it?

#### A Matter of Carriage.

NO woman who stands erectly and correctly, and walks well can ever look really old, just as no one, however young, who sags at the shoulders and settles down at the hips can ever really express the spirit of youth. A few extra pounds in weight evenly distributed over the whole body makes little difference, but let those extra pounds be deposited around the hips and the middle of the body, and we immediately look definitely old and out-of-step with the times. Well, we can help ourselves here too, but it means real, concentrated hard work. It is more important to resolve to walk and stand correctly, than to perform a prescribed number of contortions and then lapse into sluggish habits of movements and sit about in a relaxed heap for long periods. Try straightening your back every time you think about it, and the abdominal muscles will automatically contract, the hips swing back into proper position, chest and shoulders take care of themselves. Electrical massage helps here,

strengthening and stimulating the spine, reducing both double chin and abdominal measurement, by strengthening the muscles. Diet, too, plays an important part. Energising foods, meat, etc., should not be entirely done without, but the fatty forms and all greasy foods and those rich in oil should be avoided.

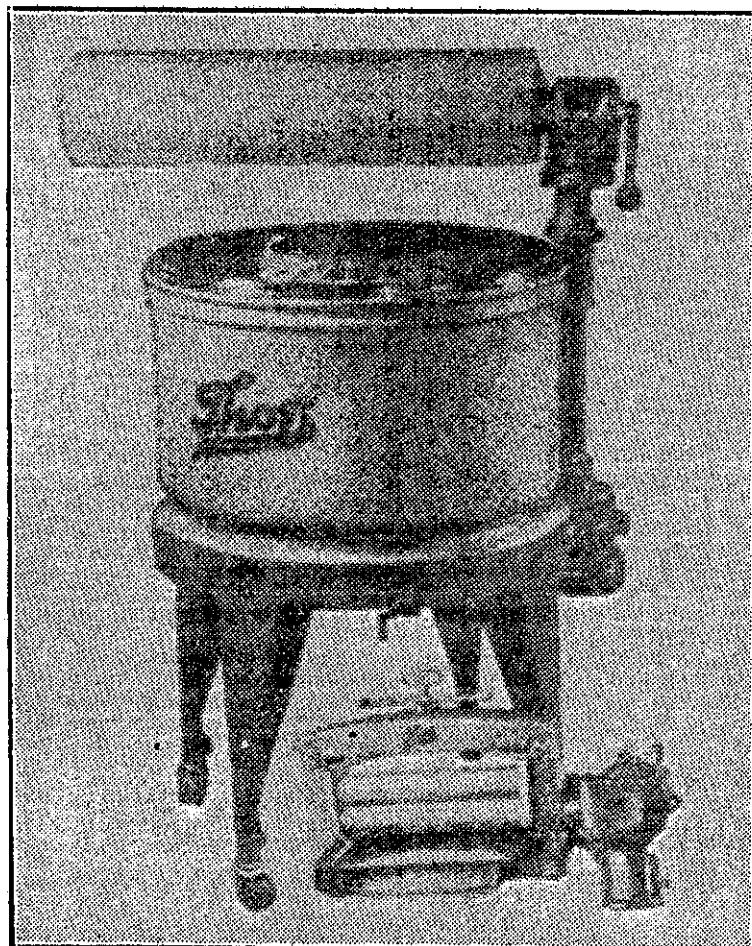
#### Skin and Complexion.

DIET and hygiene are the important factors here. A rational diet with plenty of fresh fruits, vegetables, and eight glasses of water a day, are more beautifying than any cosmetic. Strict cleanliness, soap and water, are necessary at all times. The woman whose skin is losing its elasticity will benefit by the use of good face creams, which supply the lost oil to the skin.

The use of cream prevents sunburn, too, and retards tanning, which is not always becoming to the woman past her first youth.

#### The Boon of Electricity.

IT is one of the trials of the housewife, that constant association with dusters, brooms, wet dishes, etc., make for roughness. Here an intelligent use of electricity will really help you, do the major portion of the rough work for you, and enable you to spare your hands. Study them in repose. If they are not graceful, you can make them so, by merely handling everything, even every-day things, gently, carefully, as though you cared for them. Try it. All hands are not alike, some beautiful, some shapely, some, alas! short and podgy, but all amply repay a little regular, careful attention.



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