



Face Powders are passé!

They only improve your complexion for a few fleeting moments. You must constantly resort to "touching up" to maintain the unstaple appearance they render. Moisture or perspiration destroy them utterly. Many women have found a more staple appearance of far greater beauty—the "24 hour complexion," rendered by

GOURAUD'S ORIENTAL CREAM

"Beauty's Master Touch"

It gives to your skin a subtle, fascinating, pearly beauty that lasts. Moisture and perspiration have absolutely no effect upon it. Dance, play and enjoy any activity, fully confident that your complexion is as entrancing and seductive as when you first applied it.

Gouraud's Oriental Cream is antiseptic and astringent. Its use helps correct many blemishes and skin troubles. Made in white, flesh and rachel, also compacts.



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BOUDOIR & POWDER PUFF



Parisian couturiers have surpassed themselves in the richness and elegance of the robe de studio. Golden corn tassels waving in the breeze is the motif of this rich costume of silk mousseline, embroidered in lamé in gold and silver, which is the creation of Louiseboulanger

THE NEW COIFFURE

FASHION is changing the requiem of the bobbed coiffure. Despite its freedom and comfort, the bobbed head in all its guises must humbly bow to the dictum of the new mode. Just as long skirts and high waists have radically transformed the feminine silhouette, so the new coiffures have triumphed over the old carefree windblown and swirl. Yet the careless and apparently unstudied effect is still achieved, by what subtle and ingenious methods, to preserve the essence of simplicity. The small sleek head is here to stay, but the boyish effect must go.

The length of the hair is all important in achieving the new style of hair dressing. The hair at the back must be allowed to grow just long enough to be turned up slightly in small ringlets or a diminutive chignon. The rest must be just long enough to manipulate successfully, that is, about half way down the neck. A permanent wave is just as important as a shampoo or manicure. Its necessity has induced the hair-dressers to attain a perfect wave, that falls softly about the ears and outlines the contour of the head.

Neatness and simplicity are the ruling

sovereigns and their reign is based on the statute that the hair must be flat at the top and back of the head, while the fulness must come to the neck.

The slim silhouette is quite as necessary in regard to the head as it is to the figure, and the new coiffures, with their irregular, spiral waves, are molded to keep the silhouette of the head as small as possible. The fastidious woman quickly becomes proficient in the art of patting and curving the wave into its original outline, for even a permanent requires attention. As it is not possible to curl the downy hairs at the nape of the neck, which have grown stiff and straggle through constant trimming, several applications of hair-removing wax will solve this difficulty.

Parisian hair dressers have created a number of ingenious and interesting types of coiffures, based on the new natural permanent wave. Charles at Vincent's features a distinctive style based on a deep side parting, with the hair vertically waved across the back. The hair at both sides and the shorter ends are flatly curled to distinctly outline the shape of the head. A soft outline

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M2 Mediterranean CRUISES

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