



Dancing Ruins a Face Powder Complexion

Face powder appearances streak and spot and must be constantly "touched up." The "24 hour complexion" ends this messy annoyance at once. It renders an enchanting touch of pearly beauty that remains fresh and unaltered throughout the day. Just try

GOURAUD'S ORIENTAL CREAM

"Beauty's Master Touch"

and see how vastly superior it is to Face Powders. The unsurpassable appearance rendered is not affected by moisture, perspiration, dancing, outdoor sports or other activities. Its use makes you fully confident that your appearance is always at its best.

Gouraud's Oriental Cream does far more than any face powder. Its astringent and antiseptic properties are very helpful in correcting blemishes, wrinkles, tan, freckles, redness and rough, muddy skins. Made in white, flesh and rachel, also compacts. For a better appearance, start its use today.



M 30-7
Send 10c for Trial Size

Ferd T. Hopkins & Son
Montreal, Que.

Trial Size Coupon M-1

Ferd T. Hopkins & Son, Montreal, Que.
I enclose 10c for Trial Size. Send me White
Flesh Rachel (check which shade desired.)
Name
Street
City

BOUDOIR & POWDER PUFF



Twin lamps of delicate creamy Derby china with rose and gold shades, give the correct light, and are the decorative keynote for this boudoir. Colonial House, Henry Morgan and Sons, Limited, Montreal

CONTOURATION—NEW TREATMENT FOR REMOVING LOCALIZED FAT

It smoothes out wrinkles and lines, takes the double out of chins and removes fat from fleshy necks and between the shoulders

THIS treatment has to do solely with localized defects. It is questionable procedure for a woman to subject herself to the dangers of drugs or a rigorous diet merely to be rid of a local annoyance, such as a double chin. It is equally unwise to put on undue weight with the idea of filling out lines or wrinkled areas. Contouration is an external local method, which has proven its efficiency, and is pleasant and safe.

The chief secret of the method is the remarkable action of the preparations. These are applied externally with an electrically warmed and controlled massage roller. They make a new use of the familiar physical phenomenon known as osmosis—the powerful natural force by which the simplest cells of living tissue pass nourishment, water or waste, right through their apparently water-tight walls.

When the emulsion preparation is worked into an area of fatty tissue by the action of the electric massage roller, its osmotic properties promptly draw water from the fatty cells, and unhealthy fat is preponderantly water.

On the other hand when the plastic lotion, used for correcting flabbiness and wrinkles is employed, it transfers its highly concentrated muscle-food to the cells of the undernourished and relaxed muscular tissue by means of this same electric massage roller and builds them up.

The electric roller itself is interesting. It supplies by electricity, the all-essential heat, which ordinary massage can generate only by friction. It is very mild in degree, never more than can be borne comfortably, and is absolutely

controlled at all times by the person receiving the massage, through a switch held in her own hand.

For Reducing the Double Chin

Few local contour-defects are more common, or create such a regrettable false impression of stoutness and years, as the double chin. Its presence is nearly always a convincing proof of how extraordinarily dependent is beauty on chin outlines. The particular kind of fat that forms under the chin yields very readily to the emulsions as this kind of fat is ninety-five percent, water, and the distinguishing osmotic action of the emulsion, eliminates this water. The same thing is true of the somewhat rarer fatty deposits lower down upon the neck, and the treatment used for double chins is equally effective in such cases.

A treatment for double chin requires scarcely more than a pleasant half-hour in the beautician's chair. A single treatment usually produces a visible improvement, and a series, will always remove a double chin.

For Facial Rejuvenation and Wrinkle Remover

In this instance the preparation used is the plastic lotion which is tissue strengthening, not fat-reducing. It removes crow's feet, crepey skin and flabbiness. It offers a correction of the facial musculature, strengthens the effect and refines the texture of the skin. The treatment includes the neck and throat as well as the face, whenever the



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former require the starved muscular facial nerves a gentle action of ditions about t excess fat, but ment and break ished muscle-t tissues. For this treat lotion are used. There is a liquib on for probably over in a pleas

For "The fashion o accentuated the lines, which so o at the back of th women dread th of a purely loca upper part of t shoulders! Now scientific manip roller bring abou muscle stimulu And this mechan lesser factor in th The actual ren plished by the action of the emu less preparation the fatty cells th derance of water and encourages t tion of fat.

Beautifying th "A woman's f beauty, "can kee