

PERFUME OR COLOGNE WHAT IS DIFFERENCE?

By GLADYS GLAD

"America's Most Famous Beauty"

"Dear Miss Glad:—I have a perfect passion for fragrances, and use them as carefully and as skillfully as I possibly can. However, there's one thing I am rather in ignorance of, and that is the difference between perfume and eau-de-cologne. Can you tell me how each should be used?"

"ALICE."

There is a good deal of difference in the composition and correct manner of usage of perfume and eau-de-cologne. In the first place, perfume is generally a far more concentrated mixture than eau-de-cologne. It is applied lightly to the arms, behind the ears and on the neck, so that only a faint, subtle fragrance results. The eau-de-cologne is used principally as an adjunct of the bath. A small quantity is added directly to the bath water, or else the entire body is lightly sprayed with the eau-de-cologne immediately after the bath. This leaves the entire body most pleasingly perfumed.

"Dear Miss Glad:—I have been putting into practical use the hair-shampooing instructions outlined in your 'Beauty Culture' booklet. As a result, my hair no longer looks drab, lifeless and faded, but seems almost to glow with health. However, you advise that the last rinse water after a shampoo be cool. Is the cold rinse really beneficial or harmful to the hair?"

"WENDY."

The cool rinse after a shampoo is really beneficial to the health of the hair and scalp, when properly administered. It acts in the capacity of scalp tonic, stimulant and hair toner. As a matter of fact, it stimulates the circulation and sends the blood pumping vigorously through the scalp. As a result, the blood is enabled to bring nourishment to the hair follicles. However, extremely cold water should not be used. Remember that your scalp is as sensitive as the skin on your face. If you use water that is too cold for your last rinse, it will chill the scalp and fall to benefit your hair in any way.

"Dear Miss Glad:—My skin has always been fairly clear and smooth, and I've never had much trouble with it. Lately, however, I've noticed that the skin on my cheeks is dotted with tiny red blemishes, and I was wondering whether they could have been caused by the brand of rouge that I am using. Do you think so?"

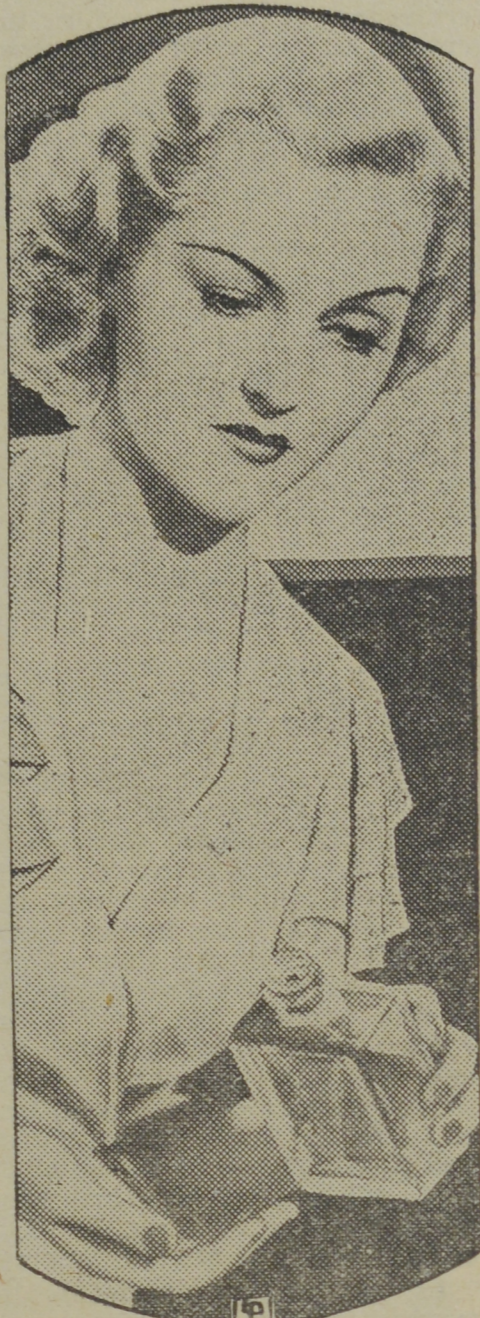
"ROSA."

If you are using a good brand of rouge, I do not believe that it would cause the skin condition you describe. You may, however, be using the rouge incorrectly. The blemishes on your cheeks indicate that you have been grinding the rouge into your skin, and then failing to remove it properly. A good brand of rouge will not harm your skin, provided that you cleanse your skin thoroughly after its use. Be sure that you close your pores effectively with a good astringent before you apply any of the rouge, and that you remove every bit of it from your skin afterwards.

FIGURE

Mary: It is indeed possible to reduce the hips and thighs and develop the bust at the same time. The full instructions are too long to print here, but are given in my "New Figure" booklet.

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by
Geard Stearns M.D.
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Questions concerning health, addressed to the Canadian Medical Association, 184 College Street, Toronto, will be answered personally by letter.

SCHOOL DAYS

To speak of school days at this time of year is to suggest that we are in the last month of the school year. It is not to that event but to the opening of the new school year next September that attention is now directed.

Children are sent to school so that they may be prepared for adult life. Education is a growth process which begins on the day of birth and continues throughout life. The school plays an important part in the education of the child, which includes not merely an accumulation of factual material, but a social adjustment to other children and to authority as represented by the school; at the same time, he is acquiring a capacity to do things in a constructive, self-satisfying manner.

There are many factors which play a part in determining whether or not the child shall receive the maximum benefit from the time which he spends in school. Among these factors is the physical condition of the child.

Practically everyone knows, from experience, the discomfort that is associated with a cold in the head. That is how the child who has adenoids feels most of the time. Is it any wonder that children with these growths are handicapped in their school work?

Those adults who wear glasses for reading will appreciate how difficult if not impossible, it is for them to read in comfort without glasses. It is unreasonable to expect good results from the child who, not having the glasses he

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MORE THAN Just a WHITE TISSUE

Remember—there are many white tissues,
but only one

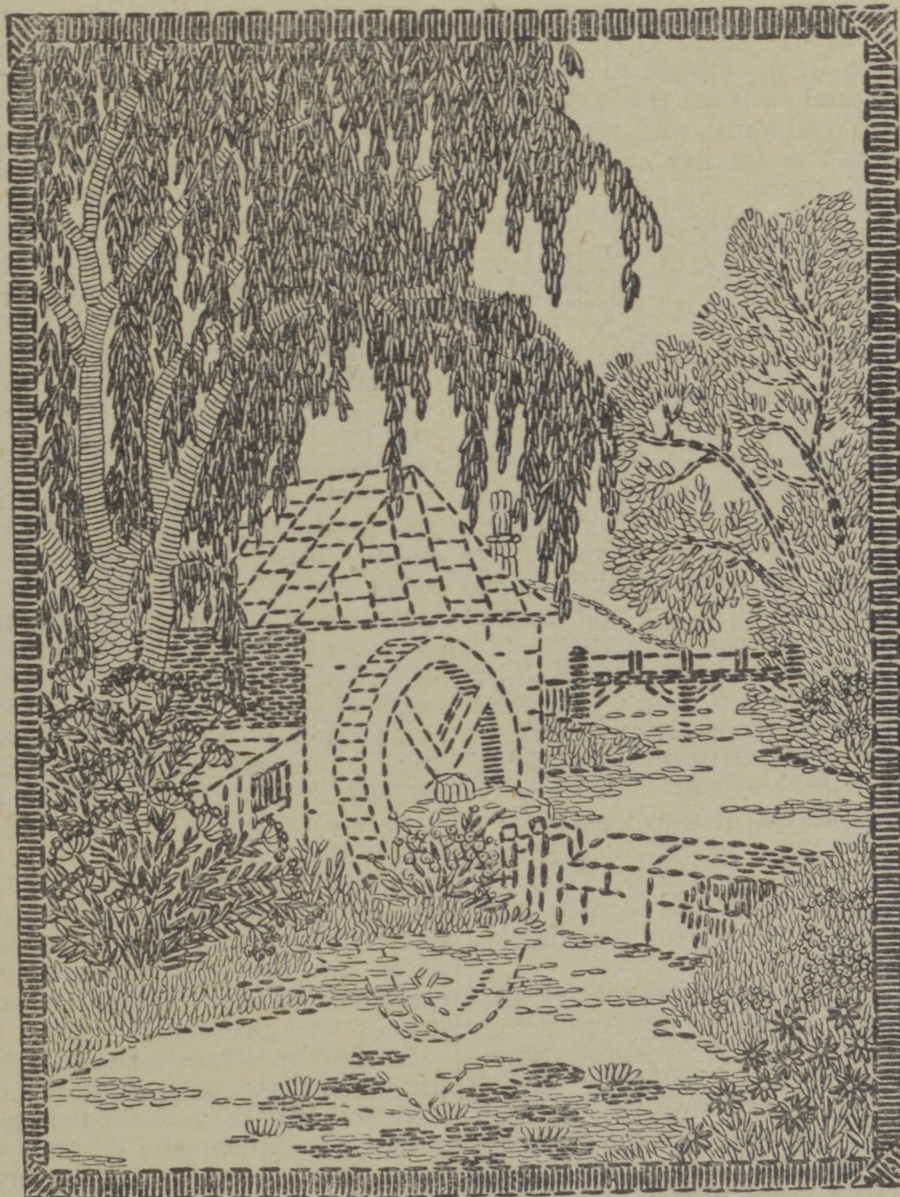
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