

Hold on to Your Youthful Appearance

GO NATIVE ON CRUISES



IF YOU decide to get away from it all, leave your dog at home. If the lure of the tropics gets in your blood, don't pack your firearms.

Take knit clothes, a comfortable pair of walking shoes, a large woven hat

which won't be crushed when you lean back in your steamer chair, and a large scarf which can be used about the neck or tied over the head to restrain your locks in soft balmy breezes. Along with pets and revolvers, leave your bad disposition home, too. Then that mid-winter cruise will be a glorious affair.

Sally Dickason, travel fashion authority, gives that advice. She's tall, has all-seeing lovely dark eyes and has taken the trail that leads around the world countless times.

"Take only sport and evening clothes,"

By Mrs. Penrose Lyly

"**T**WENTY years ago, 40 was a mountain in a woman's path to happiness," says Helena Rubinstein. "Today, no woman of intelligence will accept such tragic nonsense."

Mme. Rubinstein, herself well past that Mountain of Forty, remains agile, strong, thoroughly active from morning to night. She has two grown sons, is engaged in an international business, yet never seems to tire.

"I take care of myself, maybe that is why age does not creep up and ruin my happiness," she explains. "Science and intelligence can banish the fear of 40. But you would be shocked to know how many women have not the slightest conception of how to prolong their youthful appearance."

"Too many get stuck in a rut, fail to realize that tomorrow may be as lovely as days in the past. Middle age can be defeated by wise routines, common sense and the refusal to let that imaginary mountain shut off the way toward normal happiness."

WHERE does age first show? "About the eyes," she says.

Take a glance at your own eyes in that unflattering mirror. Has the skin in that area become lined, has it lost its youthful elasticity? Better take a few steps forward if your eyes begin to register a loss of youth.

Here are some hints from "This Way to Beauty," Mme. Rubinstein's latest book on good looks (Dodge—\$2.) Quite practical and without magic.

"Cleanse face well with cleansing cream or washing preparation, applying with upward, outward movements. Remove with tissue. Then bathe eyes with a boric acid solution, using eye cup or dropper. Follow with a special eye cream, applying it with the second and third fingers.

"Look upward and fingerprint the cream beneath the eyes and at the temples, urging it into the skin with a gentle patting and pressing movement. Leave on as long as convenient.

"Saturate crescent-shaped cotton pads with an anti-wrinkle lotion and place under eyes for 5 to 10 minutes. Then place pads moistened in lotion over the eyes and leave on 5 to 10 minutes. Before going out of the house, apply an eye tissue oil on the eyelids to give them a youthful gleam."

FOR WOMEN past 30 who still believe in the possibility of keeping their looks, "This Way to Beauty" contains these diet rules:

Concentrate on fruit for breakfast. Luncheon time is salad time.

Eat the salad before the meat course at dinner. Then you are sure of getting the right food values. Avoid bread and potatoes except occasionally. Eat young meats—lamb, broiled chicken, duckling, veal.

Glass, One of Man's Earliest Discoveries, Stays Young and Modern with New Developments

Re-Use Value, Streamlining, and Functional Design Help Keep Glass Containers, Ages Old When Cleopatra Chose Them for Her Cosmetics, Preferred for Everything from Perfume to Jam.

Do you ever think, when you open your modern Steinie bottle of beer or vacuum-packed jar of coffee, that the glass from which those bottles are made, and which provides today the best protection for perishables that modern science can devise, was first created so many thousands of years ago that no record of its discovery exists in history?

Pliny has said it was discovered by a band of Tyrian mariners who, in cooking their food on some Mediterranean shore, used lumps of natron—ballast from their ship—to prop their kettles over the fire, and the fire, fusing seashore sand and sodium-salt (natron) together, left in its cooling embers man's first glass. In any event it was discovered thousands of years before the Christian era. Pictures found in Egyptian tombs show men in the actual operation of blowing glass centuries before the time of Christ.

It is a fascinating thought, then, that modern industry has been unable to produce any substitutes which will provide the same perfect protection for perishable products as glass. Just as interesting is the fact that glass containers have not been outmoded by the passage of time. Remaining in the forefront of progress, they have regularly adopted developments which have kept them as new as the automobile of tomorrow. Glass still makes the best containers for foods, cosmetics and other products where purity is of prime importance, because it is non-reactive and can be made completely sterile. Improvements in sealing and design keep containers of glass tuned to today's needs and irresistible to the eye.

The improvements which have enabled glass containers to "keep their figures" throughout the years are countless. Among the latest is the



Modern Glass Containers Help Lighten the Burden — Of the Modern Housewife

for re-use when empty. The original contents consumed, these containers become rolling pins, ash trays, vases and other useful objects.

Dressed-up design has also helped to keep glass bottles young. Glass has always represented the finest in tableware, and jars of jam, peanut butter, beans, pickles, spices, sauces and other foods are so handsome in their modern forms that housewives serve them right at the table—saving work and protecting the contents.

Another glass bottle development, vacuum packing, has brought new freshness and tastiness to coffee, tomato juice and other foods.

Some glass containers have been completely re-designed to meet changed needs and conditions, as the

she adds. "Leave frilly afternoon dresses at home with the canary.

"Sports clothes can be knits, soft cashmeres or tweeds for temperate zones; for the tropics, they should be of cottons, crepes, linens and other washable fabrics. Your evening gowns should be lace, taffeta, net, satin, printed crepe or chiffon because these fabrics rarely crush or wrinkle. Avoid tulle, lame and velvet."

Above, the girl who has gone native—she wears a beach dress of red pique printed with white flowers. It has a flower halter and judging from appearances a good time will be had by all.

At the left, the eager miss on the lookout for something to "snap" wears a Bettina creation in luscious raspberry chanel linen. Feminine despite its tailoring, it's a one-piece dress which can be worn with or without the jacket. It is comprised of the raspberry linen and a daintily woven lace of the same shade with a chanel linen collar appliqued to draw into a soft tie.

beer and wine. Lightweight and space-saving, they specifically meet the needs of the modern apartment dweller cramped for room. You can buy apple juice, orange juice and many other liquid foods in stubby bottles.

Our sparkling, sterile glass containers, with a heritage of excellence thousands of years old, bring together in the modern home health and beauty.

Cleopatra's lovely eyes would open wide at the modern abundance of those precious glass containers which she prized so highly. There is not a housewife today whose burden is not lightened by a variety of bottles and jars which far surpass in quality those early glass containers which were the exclusive possession of empresses and queens.



Cleopatra Cherished Her Cosmetic Jars Of Sparkling Glass Like Precious Gems