

THE WATER

the Great Cosmetic

By MME. QUI VIVE.



OUR Beauty Ills," says Mrs. Wise Old Owl, "are a good deal like our mean traits; they are blemishes that we try to cover up and hide when we really should be digging them up by the roots, going at the job tooth and nail. You never saw a fine, splendid, big-hearted woman who didn't show the sweetness of her soul in the clearness of her eye and the curve of her lips. You never saw a stingy, peanut-minded woman who didn't have a stingy, crinkled, peanut face. "Looks—plain or beautiful—are results of natural causes. If Mary Ann has a rash on her face it is up to Mary Ann to ask herself what's wrong with her health. But Mary Ann won't do it, mainly because Mary Ann does not know that the Lord gave her a brain with which to think. She will rush to the corner drug store, buy some cold

A QUICK Cold Spray, as Shown in the Large Picture, Will Fill the Tissues of the Neck and Develop the Chest, Hardening the Muscles and Enlivening the Circulation.

Drink It, Bathe in It, Swim in It, and It will Keep You Young and Fair

cream and powder—and plaster them on! This bright idea must make her liver laugh—that is, if Mary has a liver rash." No doubt it does. Mary Ann doesn't know that the simplest habits of hygienic living will banish and scatter beauty ills—that is, the beauty ills of the flesh; nothing but heart and brain can cure beauty ills of character and spirit. Mary Ann understands more about many things than she does about herself and the wonderful machine of the human body that performs its work so heroically in spite of many handicaps. The idea that she should give her body the best of care seldom occurs to her until something goes wrong some place and those horrible ogres—Fatigue and Ill Health—gather at her elbow.

Best Remedies Refused.

The remedies for most of our troubles are round about us all the time—fresh air, the great tonic; good, pure water, the finest cosmetic in the world; play hours out of doors, the most wonderful of all stimulants! But do we take them? We do not. Why? Because they are free. If fresh air came in porcelain jars, tied with lilac ribbons, at \$1.50 per jar, and water were priceless, we'd appreciate them and estimate them at their true valuation. We are learning gradually; that is comforting. And the cult of hygiene and horse sense grows apace. The first rule of health is "plenty of water"—water to the measure of six or eight glasses a day—and water plentifully applied to the surface of the skin—hot or cold, as the need may be.

The internal use of water is absolutely essential to life. It constitutes two-thirds of the body's weight; it is found in every organ and tissue of the body. Without it food could not be absorbed from the digestive tract; it helps the blood to carry food to the tissues, and it conveys away its waste products. It flushes the thirty feet of the digestive canal and keeps clean and healthy the tubules of the kidneys. The slightest derangement of the internal organs shows immediately in the texture and color of the complexion, the brightness of the eye, the alertness of the step and the state of one's mind. It is impossible to overappreciate the great need of taking into the system plenty of water each day.

Water Clears the Skin.

Make it a habit to drink one glass of cool water upon arising, another one hour before luncheon, a third one hour before dinner, a fourth at bedtime. Add two or three extra tumblerfuls between these. You will be surprised to find how this simple and inexpensive treatment will clear and freshen your skin. The temperature of the water should be 50 degrees Fahrenheit. Ice water should never be taken. Dr. Anna M. Galbraith, an authority on matters pertaining to hygiene, says: "The hygienic and therapeutic value of the systematic use of water is just beginning to be appreciated by the medical profession. When this newly acquired knowledge is put to practical use by the great masses of the people there will be a greatly



A PIECE of Ice, Wrapped in Linen and Passed Over the Face, Will Act as an Astringent.

There Is No Remedy for Wrinkles More Effective Than Cold Compresses.

diminished necessity for the use of drugs. Indeed, water has been pronounced by a high-class medical authority to be, and probably is, more nearly a panacea for all human ills than any other known agent." There is no remedy for wrinkles more effective than cold compresses and ice packs, combined with gentle massage with a good tissue-building skin food. Dash cold water on the face, neck and arms every morning and you will be ready to pick up the whole world and carry it away on your shoulder. The shock of the cold water fills your lungs with air and freshens and brightens your whole spirit, but the one great good is the stimulation of the blood vessels and capillaries, the glands and the pores, all of which have much to do with the actual formation of tissues, the healthy condition of which is necessary for a smooth, uncrinkled surface. Scrubbing every night with warm water and pure soap, followed by a rinsing with cold water, then a quick dry cleansing with

a soft cloth dipped in alcohol, will remove blackheads and heal eruptions. The treatment should finish up with a gentle anointing with creme marquise or orange flower skin food. (Send stamped, self-addressed envelope for the recipes.) The morning salt glow, which is a brisk rubbing down of the body with moistened salt, followed by a quick cold shower, is particularly beneficial for thin, sensitive complexion, colorless lips and dull, listless eyes. Two glasses of water taken twenty minutes apart before breakfast, adding a little lemon juice and a pinch of salt to each glass, will have a wonderfully speedy bleaching effect upon a sallow skin. Pimples can sometimes be entirely cured by water treatment: The hot, soapy bath every night, the quick cold sponge bath every morning, the application of compresses wrung out of hot water, then out of cold, and the usual eight glasses of water taken internally each day.

A quick cold spray will fill out the tissues of the neck and develop the chest, hardening the muscles and enlivening the circulation.

A piece of ice, wrapped in linen and passed over the face, will act as an astringent, doing away with oiliness and actually refining the texture of the skin.

The benefits of the use of water are manifold.

Go to it! May good luck attend your efforts.

Mme. Qui Vive's Answers to Beauty Queries

ENGLISH GIRL—"Cosmetic" means beautifying or that which promotes beauty. The word has been so misused that we always associate it with proprietary articles and toilet accessories. Do not perholl the skin with medicated steam.

The First Rule of Health Is "Plenty of Water"—Water to the Measure of Six or Eight Glasses a Day.

Heat dissolves tissues and constant steaming of the face will rob it of the very oils that are its life and luster. Plastic surgery is a peeling process of the most agonizing kind, and no woman should submit to it. It leaves the skin so delicate and thin that it looks as if it has been burned, and eventually shrivels and wrinkles. Electricity is safe and productive of good results because it stimulates all functional energies, promotes cellular nutrition, quickens circulation and energizes nerves and muscles.

G. K. H.—To secure graceful control of the hands in both action and inaction it is necessary to forget them. Drop the arms in front of you and wring the hands violently. Then spread the fingers out to their farthest limits and bring them in toward the palm with muscular effort. This will limber the joints and make the fingers more flexible. Cheap, highly-scented soaps are ruinous to the fine texture of the skin. If you want to be very safe and sure, bathe your hands with ordinary yellow cerumeal and warm water, drying and applying cosmetic jelly,

formula of which appears here often and which may be had by sending to the writer a stamped, self-addressed envelope.

SUNDAY READER—An excellent dandruff cure is made by combining sixty grains of resorcin, one dram of ether, one dram of olive oil and six ounces of alcohol. Apply with a medicine dropper or small brush, and shampoo the hair twice a week. Frequent shampooing is necessary in treatment of dandruff. Brush the hair well every night and friction the scalp vigorously after the tonic is applied. Dandruff is usually the result of neglect; it is caused by the rapid drying of excessive oily secretions of the scalp.

E. M. C.—Treatment for pimples: Eat fruit and vegetables, drink six glasses of water a day, purify the blood by breathing fresh air, and breathing deeply. Bathe the face every night with pure soap and warm water, open the pimples, press out the deposits, touch the wounds with alcohol and massage the face with orange flower skin food. Hot applications are good.