

What Price Beauty?

by Miss Flo



Beauty had its beginning with Eve—whose loveliness, tradition tells us, was even greater than the perfection of the Garden of Eden. Since that time, women—and men too,—only they are more subtle about it—have persistently sought it. Thus we have had our heritage—throughout the ages—a little and the ideal of greater beauty for those who have the will to attain it. Our features we cannot change—but we can make the most of them.

One of my readers has asked me if it is possible to give one's own face a facial and if so, how it should be done. If any other readers have been wondering about the same problem, they also will be interested in knowing it most certainly can be done. Here's how!

Before beginning, the face must be thoroughly cleansed with soap and water, or with hot towels. Omit the cold rinsing water, so that the pores will remain open for the treatment. The object of the facial is to induce a copious flow of blood and to keep the flesh firm and the skin unlined, so a firm, light touch is best. Facial massage must always be done with an upward movement, to prevent sagging.

Never apply the cream in lumps, warm it first. Apply a goodly quantity. Begin to massage at the corners of the eyes. Start with a light, but firm circling movement, where the laughing wrinkles come. Use the fore fingers of each hand. Use this movement to rub in the cream—and then stroke the wrinkles upward and outward.

Use a slow, steady pressure, and an outward stroke under the eyes, and follow the eye out beyond the temples.

If the forehead wrinkles are perpendicular and between the eyebrows, massage the lines upward and outward with the fingers. For the other forehead wrinkles, use a circular movement.

Gently pinch the lines about the mouth as you massage with an upward stroke, taking care, however, that you do not stretch the skin. Use only the stroke movement after the pinching. The upward stroke movement may be used in massaging from chin to temple to eradicate the fine little lines that come in the skin with increasing years.

Finish with a dash of warm water

—then cold water. Ice may be used to close the pores.

Massage is a great beautifier, but an occasional treatment is practically worthless. If you need facial massage, then you must take the time to give yourself this attention two or three times every week. It must never be given hastily. Experiment until you find just the kind of creams and lotions that agree with your skin. Remember that the texture of the skin differs and that that which beautifies one may have the opposite effect on another.

MCLAGAN BACK FROM TRIP TO YELLOWSTONE

W. C. McLagan and family returned last week from a business and vacation trip to Montana and the Yellowstone Park. Mr. McLagan was called upon an inspection trip to electric plants in Montana on the eve of his vacation changed his plans so as to include business with his outing. He visited two steam generating plants at Sand Point, Idaho and Libby, Montana, and a hydro-electric plant at Callispell, Montana. From there he went to the Yellowstone National Park and spent four days visiting all the points of interest. The return was made by the Southern entrance of the park, Jackson Hole, Wyoming, Teton Pass, Southern Idaho, the John Day Highway and the McKenzie Pass to Springfield.

B. B. Mink of Tangena accompanied Mr. McLagan and his family. The party covered 2875 miles on their trip and had no trouble except three punctures.

After their return to Springfield, they went on to Newport and spent a few days at the beach.

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SITE OF THE FIRST PHONE MESSAGE



Walter S. Gifford (left), president of the American Telephone and Telegraph Company, and Leonard H. Kinard (right), president of the Bell Telephone Company of Pennsylvania and Associated Companies, are shown standing on the exact spot where Alexander Graham Bell first talked over his invention at the Centennial Exposition 50 years ago. In the background can be seen Memorial Hall, relic of the Centennial, and which is now being used as a museum. It was on this spot that Don Pedro, then Emperor of Brazil, met the 29-year-old inventor and exclaimed, "My God, it talks!" when he heard Bell's voice come over the wire. The exhibits to be staged by the organization these men represent will be one of the great features of the Sesqui-Centennial International Exposition, which opens in Philadelphia June 1 and continues to December 1 to celebrate the 150th anniversary of the signing of the Declaration of Independence.

MANY TRAFFIC VIOLATORS CAUGHT

A large number of traffic offenses were committed during the week end most of which were for minor violations. W. E. Sweek was stopped Monday for cutting the corner at Fifth and A streets. O. J. Overland received a \$2 fine Monday for leaving the engine of his logging truck running while he was in a store. J. M. Alnutt of the Eugene Milling and Elevator company paid a \$1 Monday

for cutting the corner at Second and Main Sunday. K. Dillard parked his car on the sidewalk Saturday and paid \$2 for the privilege. H. C. Train was fined \$2 for cutting a corner. R. A. Taylor parked too close to a hydrant and it cost him \$1 Monday.

Frank Bunbridge was arrested for speeding Saturday on K street. Harlod Taylor was arrested for the same offense on East Main street as was D. R. Boehart of Douglas Gardens.

R. H. Wheeler of Wendling driving an Essex coach ran into O. H. Wheeler driving an Overland sedan Sunday.

There was no damage done to either car. The accident was due to the wet and slippery pavement and to wet brakes.

Marriage Licenses Issued

During the past week marriage licenses have been issued by the county clerk to the following: Fred Hartung and Claude Broders, both of Eugene; Frank Funnell and Bonnie Hart, both of Bend; Harry Montgomery and Laura Mae Green, both of Cottage Grove; Edward Cole, Jasper and Lucille Lambert, Springfield; Hershel Smith, Junction City, and Vera Edson, Eugene; William McCutcheon and Myrtle Mae Wallace, both of Eugene; Roy Graham and May Osman, both of Cottage Grove; Bogard Welch and Helen Campbell, both of Eugene.

LIFE'S MIRROR

Reflections by Panne
No silver frame stands on my dresser
No smiling counterpart upon my desk
Nothing material to gaze at,
Or hold, or kiss.
Ah, but deep planted in my memory
Where always close you seem
And framed within my heart
I have your picture.

A Good Reason

"Someone said you don't sing in the choir any more!"
"No, I thought it best to stop."
"Why—what's wrong?"
"Well, I missed one Sunday and all the congregation wanted to know when the organ was fixed."

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Money Earns a PERSONAL Interest

Yes, a savings account draws 3% interest—which is a big enough inducement to be thrifty—but it also draws a greater interest which has in many, many cases been the "making" of success.

A bank account earns PERSONAL interest! The personal interest of worth while people—influential people who can help you. Your bank account no matter how small—if added to regularly speaks of a reliable, sound character.

Money in the Bank gives you—
Increased courage! Freedom from worry! Greater independence and relief from embarrassment.

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Sure it does! The New EASY Washer greatly reduces the amount of time, labor and money required for the washing of your clothes. It washes and dries at the same time. It has eliminated almost entirely the handling of clothes—all you need do is put them in—dirty—and take them out—CLEAN. No more lifting of heavy pails of water—the NEW EASY even empties itself.

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Come in today and have a Free demonstration of this machine marvel. Its many features will astound you. Its simplicity will surprise you. The New EASY is easy to buy—easy to run. You will be under no obligations whatever.

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We, too, can help you enjoy life—and we will be glad to. We are therefore, making a Special Offer of only TEN DOLLARS down—which will put the EASY in your home—and small payments you'll never miss.

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Important Announcement

TRANSCONTINENTAL TELEPHONE SERVICE CHANGES

Effective October 1, 1926

Reduction in Transcontinental Rates

Substantial reductions will be made in Transcontinental rates, for example, the day station-to-station rate between Seattle and Chicago will be \$7.80 instead of \$11.30; between Seattle and New York \$10.75 instead of \$15.70; between Portland, Oregon, and Chicago \$7.85 instead of \$11.30; between Portland, Oregon, and New York \$10.85 instead of \$15.80; between San Francisco and Chicago \$8.25 instead of \$11.90; between San Francisco and New York \$11.30 instead of \$16.50.

Reversed Charges on Transcontinental Station-to-Station Calls

Heretofore the reversal of charges has been available only on person-to-person calls. As a further convenience to the public this privilege will be extended to Transcontinental station-to-station calls.

Longer Reduced Rate Period on Transcontinental Calls

Reduced rate hours for Transcontinental station-to-station calls will begin at 7 P. M. instead of 8:30 P. M., as formerly. Between 7 and 8:30 P. M. the discount will be approximately 25 per cent. of the Transcontinental day station-to-station rates; from 8:30 P. M. to 4:30 A. M., the discount will be about 50 per cent. of the day rates. Because of the unsatisfactory service conditions which it brought about, the existing midnight discount will be discontinued on Transcontinental calls.

The net result of these rate changes will be a saving to the telephone users of the United States of approximately \$3,000,000 a year. The service changes are made in the interests of public convenience, to relieve the burden now imposed by the congestion of business at midnight and to furnish still better service over the Transcontinental lines of the Bell System.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

