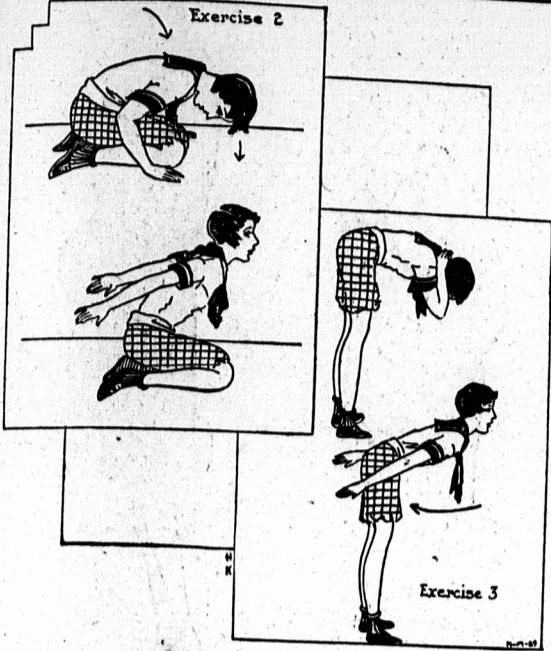


Woman's Realm :- Social and Personal :- Fashions :- Literature

BEAUTY ARTS By LOIS LEEDS



Exercise for gaining poise

CAN CHARM BE ACQUIRED?

Though beauty queries differ about as much as do those who make the queries, it might be said that all of them could be grouped under one general question: "How can I be a charming girl or woman who desires beauty wants to be charming she wants people to love her. She wants to attract friends of both sexes, for this love of companionship is a natural human craving. If there were only one way in which to answer this query, "How can I acquire charm?" perhaps the woman who is not charming would be unknown.

She is wise enough to be herself at all times, and if the effort to accomplish this is studied no one would suspect it. Be yourself, is the motto of the truly charming woman.

PERSONAL MAGNETISM

And the self which she expressed is a constructive, helpful personality. In general there are two classes of people, the constructive, inspiring souls and the negative, critical ones. The latter are devoid of personal magnetism and it requires no special powers of clairvoyance to understand why this is so. Plants, animals and children turn to the sun no more surely than do her associates gather round the woman with a radiant, positive attitude toward life in general.

Perhaps one might say that courteous manners are essential to charm. In fact, such manners are so inherent in the charming individual that she seldom needs to consider what is the right thing to do or say. Her politeness is not perfunctory or formal. It flows from a genuine desire to make others happy and comfortable. There is no use whatever in trying to cultivate charm unless one is ready to begin by building a solid foundation of sincere interest in and thoughtfulness for others. Without knowing it herself, the charming individual adheres pretty closely to the old adage, "Politeness is to do and say the kindest thing in the kindness way."

BE SINCERE

There is no pose in the manner of a truly charming woman. After all no pose is quite so flimsy as that of the woman with a cold and selfish heart who tries to make people believe that she is just the opposite. So though charm is a difficult quality to define, I am quite sure all will agree that its basis is a radiation of good will. We are drawn to those who are friendly and sympathetic, and from our own experience it isn't difficult to discover the truth that those who would be charming must show kindness and genuine interest in others.

Speaking of interest in others, have you ever had the experience of meeting a perfectly groomed woman, whose manners were meticulously perfect, but who somehow made you feel, when she cordially asked about the welfare of your family, that she scarcely paid any attention to your answer. Somehow she seemed to evidence very little genuine enthusiasm until you let her talk on and on about how she had spent her vacation this year, how she had had her living room redecorated, or on any subject which concerned herself or her work rather than you. She even lost her pose of courteousness enough to appear visibly bored when you tried to tell her something of yourself, your family or your work.

Such a woman lacks one of the most essential qualities of charm—she is not gifted with the true courteousness which is evidenced in genuine interest in her associates. Perhaps she never uses the wrong fork at dinner always knows what to say when being introduced, but what she has acquired is only the outward veneer of culture. The inward culture and charm which must emanate from unselfishness and interest in others has been swallowed up by a selfish nature to which true charm is utterly impossible.

POISE RANKS HIGH

But unfortunately not all kindly people are charming. There are many other elements to be considered in the pursuit of this elusive quality.



Made from young leaves

LOOK at the leaves on any bush; some are old and thick and heavy; others are young and green and tender. Only these young, tender sap-filled bud leaves and shoots of the tea plant are used for King Cole Orange Pekoe Tea.

Furthermore, blended with choice Assams and high-grown Ceylons, are very costly Darjeelings from high up in the Himalayas, and equally rare monsoon-plucked Travancores from the hills of Southern India.

You know how good King Cole Tea is, but King Cole Orange Pekoe, made from these tender leaves and rare, expensive crops, blended for fullness, strength and flavor, is even better than its higher price would lead you to expect.



You will enjoy King Cole Coffee too

Poise ranks high in the list of qualities one might enumerate. Some go so far as to say that absence of this quality is one of the commonest causes of lack of charm. And isn't it true that she who lacks poise is always saying and doing things which create awkward situations? She does not feel at ease herself and so makes it hard for others to feel that way.

FIRST ATTRIBUTE OF CHARM

But where does beauty come in this search for charm? Tough the most beautiful person in the world might be entirely lacking in charm and the woman with no claim whatever to physical loveliness might draw others around her because of her charming manner, yet it is true that paying attention to some of the rules of beauty has much to do with it. First on the list of beauty attributes which are essential charm should put correct posture. Can you imagine a truly charming person with a slouching manner of walking and an ungraceful way of sitting or standing? Think of the very word poise. Doesn't it convey to your mind the mental image of a woman who stands perfectly, head erect and chin up?

The very physical act of maintaining correct posture has more to do with poise than any other one thing so in this quest for charm let us put this first on the list of things which the beauty program must include.

EXERCISES FOR GAINING POISE

Lack of poise and incorrect posture are both physical and psychologic. On the physical side it is a matter of lack of muscular coordination that makes one's movements ungainly and one's figure ungraceful in outline. No girl can realize her full possibilities for beauty and charm until she has acquired the habit of correct posture. Regular exercise will strengthen the muscles so that a graceful, poised carriage will become easy and natural. Below are a few exercise suggestions that will help materially.

EXERCISE ONE—Stretch a string along the floor in a straight line and walk along it with long easy strides.

How Mrs. Judge Ended Rheumatism

Brantford, November 20.—The experience of Mrs. E. Judge, 156 William St., will prove of great interest to sufferers from Rheumatism. "I have been using Dr. Hamilton's Pills for over ten years, and wish to say I have been benefited greatly through their use. I have suffered with Rheumatism for a long time, but since using Dr. Hamilton's Pills I have not had any pains, and I feel like a new person. I would not be without Dr. Hamilton's Pills, and claim they are the best for any one who suffers from Rheumatism and Headaches."

(Signed) Mrs. E. Judge. Because they keep the system well regulated, because they drive away the poisons that cause Rheumatic pains, Dr. Hamilton's Pills are most efficient. Sold in 25c boxes by all good dealers.

Making Marriage a Sure Thing Dorothy Dix Advocates Map of Matrimony

Wouldn't it Save a Lot of Heartache and Disappointment if Every Married Couple Were to be Given an Official Diagram That Would Chart the Course of Matrimony, From the Altar to the Grave?

The other day the newspapers told the story of a young couple who were going to take their bridal tour in an automobile, and who had a road map printed on the back of their wedding invitations.

Let us trust that this was more than an original idea, that it was a symbolic gesture. For after the marriage ceremony is over most brides and grooms are filled with a panic of bewilderment and "fear, and if they voiced the question in their hearts they would ask: "Where do we go from here?"

And it is a thousand pities that there isn't some official diagram that would show them how to get on Route 1 and stay on it, and the best and safest way to travel from the altar to their golden wedding.

How many disappointments it would save if their chart showed them, to begin with, that the matrimonial road is not, as they fondly delude themselves into believing, a smooth concrete highway on which they can step on the gas and joyride along with never a bump or a jar, or a puncture or a blowout, but that it is a mixture of good and bad, with many a long stretch of rough and rocky road, where the going is slow and hard, and where they will need every bit of power that they have to pull through!

What a lot of breakdowns in marriage it would save if the young Benedicts were furnished with a diagram that showed them that the beginning of the journey was mostly uphill, and that it was the worst and most dangerous part of it. Suppose they were warned beforehand that there were hills of misunderstanding and disillusionment to surmount. Mountains of adjustment that they would have to negotiate, and that there would be years and years of hard work and pinching economies and sacrifices that it would take to climb up to fortune, but that if they had the nerve to make the grade it would be easy coasting for them down the sunny slopes of prosperity.

Don't you think it would give many a disgruntled boy-husband and girl-wife the courage to stick on through the disappointment of finding that marriage isn't a level pathway bordered with flowers, and keep them from turning back and beating it to the divorce court?

Think what catastrophes it would prevent if the matrimonial road map indicated the many forks of the road where it is so easy for a couple to take the wrong turn and stray off the right route. Business or a career in which a man gets too immersed in making money, or striving for fame, that he forgets he has a wife, and his home comes to mean nothing to him but a place to eat and sleep and change his clothes.

Children who take up all of a woman's time and thoughts and absorb her affections so completely that she is all mother, and no wife, and turns her husband into nothing but a cash register that she punches to pay the bills for her offspring. Or clubs. Or society. Lack of appreciation. Taking each other for granted. Oh, it is mighty easy to get off the right road in marriage, and next to impossible to get back after you have once done so.

And what a lot of trouble would be saved if the matrimonial road map plainly indicated a nice, pleasant, safe detour around the personal idiosyncrasies of husbands and wives. It does not take the bride-groom long to bump into nerves, and temper, and prejudices, and disagreeable little ways, that he never suspected Maud had concealed about her angelic person. And before she knows it Maud goes slambang up against John's little meannesses and crankiness, and it gives them a jolt that dislocates all of their previous conceptions of the hero and heroine of their romantic dreams.

They are pretty apt to go to smash if they persist in plowing through a road that is impassable, and that the experience of thousands of other people who have come to grief on it shows that one travels at one's own risk. But all would be well if John and Maud would only follow the detour sign and steer around each other's little peculiarities of disposition instead of crashing headlong into them; if John would only shut Maud's mouth with a kiss instead of trying to convince her in an argument and if Maud would only jolly John along the way she wants him to go instead of trying to drive him into it.

And how invaluable to the young married couple it would be if the road map erected a few danger signals along the hairpin curves in wedlock where one is so liable to skid and go over the brink of the precipice, unless one drives carefully and slowly. Going at too fast a pace. Trying to make a driver keep up with a Rolls-Royce. Syncretistic gin. Wild parties. Silly flirtations. Jealousy. Quarrels. Lack of tact. Telling each other home truths. Perhaps if young couples realized how dangerous these things are, more of them would clamp down the emergency brakes on their tongues and keep to the middle of the road when they got to the perilous places in their married lives.

And if the matrimonial road map had a few footnotes warning wives against being back-seat chauffeurs, and if it stressed the necessity of every married couple keeping the domestic machine well lubricated with the oil of flattery and their talk tank filled with the gas of interesting conversation, then, indeed, would it enable more husbands and wives to have a pleasant journey together and arrive safely at a contented and happy home, which all brides and grooms set out for, but few reach. DOROTHY DIX.

keeping the feet on the string and bending the knees deeply at each step. Hold arms out at sides to help balance the body.

EXERCISE TWO—Kneel down on the floor, sitting on your heels. Relax trunk forward until head touches floor near knees. Raise the trunk and fling the arms outward and back, expanding the chest and breathing deeply.

EXERCISE THREE—Stand erect with feet in a stride-stand position. Relax the trunk and let it swing limply forward from the hips. Clasp hand behind head with elbows forward in a relaxed position. Keeping the trunk horizontal fling the arms outward and back, trying to clasp the hands behind the back. Return to starting position.

Don't Trifle with Bronchitis

There are few "colds in the head" that do not extend into the bronchial tubes and they often develop into bronchial congestion or bronchitis. Many cases become serious and last for weeks and there is always a tendency for bronchitis to become chronic and return again and again.

For this reason you cannot afford to neglect any cold and should take quick action at the first indication that the cold is entering the bronchial tubes. Dr. Chase's Syrup of Linseed and Turpentine is at once the most prompt and most effective treatment you can secure.

Dr. Chase's Syrup has long since proven its exceptional medicinal value and should not be confused with ordinary cough mixtures.

DR. CHASE'S SYRUP OF LINSEED AND TURPENTINE

Advertisement for Turnbull's Knitted Underwear. Includes text: "Ask to see Turnbull's the underwear that counts its friends in thousands..." and "Makers of the famous underwear".

Advertisement for fashion lessons. Includes text: "What the Fashionable Are Wearing Illustrated Dressmaking Lesson Furnished With Every Pattern By Annebelle Worthington".

Advertisement for Castoria. Includes text: "Children Cry for it" and "A black crepe satin with sleek hip line that dips it back hem the new mode demands for afternoons." Also shows an illustration of a Castoria bottle.

Character Close-Ups

IF YOU EVER GIVE A CHAP WITH A LOBELESS EAR CREDIT FOR BEING OVERLY LIBERAL YOU WILL PROBABLY MAKE A BIG MISTAKE



From Mother of Six

"I think Lydia E. Pinkham's Vegetable Compound is wonderful! I have had six children of which four are living and my youngest is a bonnie baby boy now eight months old who weighs 23 pounds. I have taken your medicine before each of them was born and have certainly received great benefit from it. I urge my friends to take it as I am sure they will receive the same help I did."

Lydia E. Pinkham's Vegetable Compound