

Aids to Grace and Beauty

by Priscilla Dean

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ARTICLE XVI Beauty Electrified

That sub-title pleases me. It suggests snap, sparkle, radiance and illumination. Beauty, to be really worth while, should comprise every one of those attributes. Nobody admires the insipid, namby-pamby type of beauty that has no illumination or intellect, no vivacity, no vim nor enthusiasm.

If you have good features and are otherwise of pleasing appearance but afflicted with a chronic tired feeling, that makes you indifferent to outdoor sports or to any unnecessary exertion, if you are listless, sleepy and indolent, you cannot be charming nor be considered beautiful; because you lack the most important elements of beauty—life and health.

What you need is to be electrified. For the sake of Beauty, go somewhere as quickly as possible and have somebody turn on the life-giving current that will make your eyes sparkle, your face tingle and your blood circulate as it ought.

You do not hesitate to use electricity in your home. You perhaps use a vacuum cleaner to keep your rooms free from dust and dirt. Did it ever occur to you that a similar device applied to your own sweet self would produce astonishing results? There is a vacuum massage that, used in conjunction with other treatment, is excellent.

Perhaps you use an electric iron to smooth wrinkles out of your

rocks. Did you know that the permanent frown on your face and the little wrinkles around your mouth could be just as neatly smoothed away, not with that same iron but with another in the hands of a skilled operator?

Then you turn on the electricity when you want motive power in the laundry, when you want the coffee to boil and when, in expectation of guests, you want to flood your house with brilliant light and make it appear as attractive as possible.

Why not apply the same principle, or rather, current, to yourself?

You would like to play tennis, to skate, to go on a mountain hike, but you lack the energy and ambition to exert yourself. Turn on the electricity. Not that it will immediately transform you into a jumping-jack, an acrobat or an athlete. But if you absorb a little of it now and then, under proper conditions, it is bound to result in a supply of stored-up energy that will stand you in good stead when you wish to indulge in some unwonted activity.

You want to read a paper at the club or at the church meeting. Your wits seem dormant. You find it hard to concentrate. You can think of nothing interesting to write. You have no "pep," no originality; you feel dull, stupid, sluggish. Turn on the electricity. Use a vibrator of some kind at the back of your neck and over your scalp. Get your nerves steadied. If you don't own a vibrator go to someone who does. The average home variety of vibrator is not noted for the permanency of its results nor for its especially remedial character, but it is better than nothing.

I am not a student of electricity and must admit that what I don't know about currents, direct and indirect, or even the red and black garden-grown variety, would fill several books. But this I do know that for each ill there is some special electric current or apparatus that can be used to advantage.

A war-damaged young veteran of the Fifth marine, talking with me the other day, mentioned that he still had to go regularly for his electric swirl bath and massage to "plump out" his arm and that his chum was improving steadily under the electric spark shower bath! He said they stood his chum up and shot the sparks into him and it made him feel fine.

Perhaps that is what you need to infuse a little sparkle into your system. If you are entertaining, or if you want to shine at some social gathering, you should prepare yourself as you would prepare your home, by turning on the electricity.

Somewhere in your town there must be someone prepared to give an electric massage. If so, try it. You will be surprised what a rosy glow will be infused into your face, how your eyes will sparkle and gleam and how rejuvenated you will feel. There will be a pleasant, tingling feeling in your face, just as after one has walked briskly for some distance on a cold, exhilarating day.

Stop worrying about that little growth of superfluous hair on your chin. If it was on your best rug and not on your chin you would turn on the electricity and remove it. What difference does it make? It is superfluous, whether on chin or rug. It should be removed. Visit a reliable practitioner of electrolysis and, presto, it disappears. Of course some of your money will go at the same time but—you didn't want the chin decoration, did you? One must be willing to pay the price if one would be up to date in the matter of beauty culture.

The same operator who improves your chin can, in a moment or so, make your arms in equal readiness for a decolette gown. Most women now-a-days are supplied with a safety razor and all accessories. Modern fashion make such an outfit neces-

sary. If one lacks it and has not the opportunity, nor the financial means, to visit these electrical practitioners, there remains but two alternatives—either appear vulgar by an unpleasant hirsute display about the arms and the conspicuous appearance of "shield" or else run the risk of serious injury by using some of the acid pastes and preparations advertised to remove superfluous hair instantaneously. They do all and often considerable more than they are advertised to do.

But the woman who goes to be electrified also has a chance to have her wits sharpened and her mentality improved by the conversation which frequently flows around her in the beauty parlors. From the patient in the next booth will be wafted the information that she has used a henna shampoo for years and never considered it did any harm. On the contrary, even her most intimate friends always thought that her lovely auburn locks were perfectly natural.

And from across the narrow aisle dividing the rows of booths comes the illuminating statement that liquid rouge is far easier to apply, that it is less harmful and absolutely defies detection.

If the parlors are complete a man's voice will sound. It will be dignified and professional.

"What is it you want done to your nose? Do you want it built up in the center or just shortened?—Oh that will be simple. To build up would take a longer time. To shorten, well I'll show you some photographs. There are various styles of noses. You can select the one you want. Do you want me to begin now, or will you make an appointment for next week?"

All of which gives the auditor in the adjoining booth plenty of food for reflection even while lying passive in a high, reclining chair with the electricity turned on.

Try it yourself. I did and I'm still a live wire with enough sputter and sizzle to write a dozen beauty talks all at one sitting but—

I belong to a union now. I can't work overtime.


Priscilla Dean

FATHER AND SON

Father may not have achieved a tremendous success in life; he may not have amassed great fortune nor public honors; for the most part, he has been a plodding citizen engaged in the daily and wearisome grind of making a living; but he has two great qualifications as adviser to his offspring: first, he is the boy's father; second, he has been over the rough road of life and taken the bumps, and he knows the danger spots. And the son is not greatly different from the father at the same age, says Seattle Post Intelligencer. Most fathers are able to think back and remember the dazzling period of youth, when life was a fresh breath in their nostrils; when the way appeared smooth and free from pitfalls;

when youth was impatient of restraint, and yet needed the sympathetic counsel of an older and wiser head. A lot of fathers, when they were boys, did not get this sympathetic counsel; what they got was a birch rod and the parental mandate, and they see now that sympathy and understanding and a manly friendship with the parents would have gone further in shaping the budding man and getting him en rapport with the needs of an exacting world. Perhaps, now, they will not deny their own sons what they, themselves, lacked.

—For Sale—Two six room houses on Sweetwater. Modern except heat. Price and terms right. See Nebraska Land Company.



White Trucks

What person at all interested in motor vehicles does not class the White highest among the top-notchers? White Trucks have established this firm reputation by

Years of Performance

It is the "365-day-a-year" service that you get from the White that insures your getting

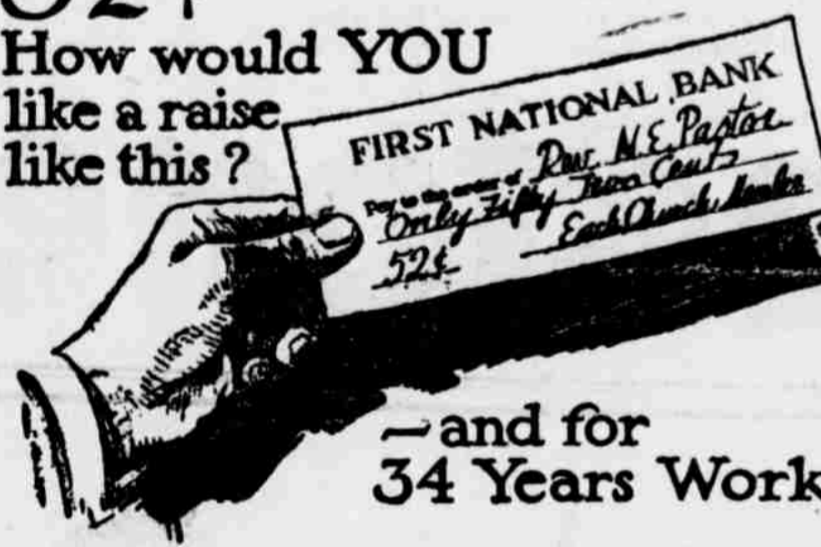
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52¢

How would YOU like a raise like this?



—and for 34 Years Work

THAT is the kind of increase in salary the minister has received. His living expenses have risen just as fast and as far as yours.

But he is paid on the average just 52 cents more per church member than he was paid 34 years ago.

The Minister Never Fails You

Every officer of the Government with a war message to deliver appealed to the ministers first of all.

But 80% of the ministers receive less income than government economists figure as a minimum for the support of an average family.

When hospitals need money they enlist the support of the ministers—and receive it.

But when sickness visits the minister or the members of his family they must be treated in a charity ward. His pay is less than a day laborer's.

8 out of every 10 ministers receive less than \$20 a week—about half the pay of a mechanic.

We Pay Him Half the Wages of a Mechanic


And of these pitifully inadequate salaries, how much do you contribute? Nothing if you are outside the church; an average of less than 3c a day if you are a church member.

All of us share in the benefits of Christian ministers to the community. They marry us; bury us; baptize our children; visit us when we are sick. In their hands is the spiritual training of the youth.

We Are All Profiteers at Their Expense

Part of the Interchurch World program is this—a living wage for every minister of Jesus Christ; an efficient plant, and a chance to do a big man's job.

If you want better preachers, help to pay the preachers better. It's the best investment for your community—and for your children—that you can ever make.



INTERCHURCH WORLD MOVEMENT

45 WEST 18th STREET, NEW YORK CITY

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The Biggest Vote You Ever Cast!

The one candidate who is a business man, but not a rich man; a diplomat, but not an "internationalist"; a statesman, but not a dreamer; a fighter, but not a militarist; a leader, but not a politician.

Why?

Because, if you cast it right, that vote will name the next President of the United States.

JOHN J. PERSHING
For President

The statement is a big one, but it is not a whit bigger than the facts justify. Of all the many candidates in the field, John J. Pershing of Nebraska is the only one who has refused the nomination from politicians—who has declined to announce himself as a contestant—who has left his hopes and aspirations in the hands of his fellow citizens.

In spite of this, the Pershing-for-President sentiment has spread throughout the United States with unparalleled rapidity.

Today, despite the fact that no organized campaign whatever has been made for him outside of this state, Pershing looms in the eye of every astute political observer as the nominee of the national convention in Chicago.

The reasons are simple. Pershing is:

- The one candidate on whom all factions can unite.
- The one candidate who has DEMONSTRATED his ability to handle a Presidential-size job.
- The one candidate who is fitted to solve the international problems which remain as this country's heritage of the World War.
- The one candidate who, throughout the confusion of war, kept his head level and did his work quietly and quickly—yet so well that his enemies have found no loophole for criticism.

The one candidate who is a business man, but not a rich man; a diplomat, but not an "internationalist"; a statesman, but not a dreamer; a fighter, but not a militarist; a leader, but not a politician.

The Nation wants Pershing. Let Nebraska nominate Pershing, and the rest of this country will name him at the national convention and elect him next November by the biggest majority ever given a Presidential candidate.

You will hear many words from the other candidates; you will hear none from Pershing. He has performed the task which you and the rest of the nation set him; he leaves it to you to say whether he performed it well.

THAT FACT MAKES EVERY NEBRASKAN THE CUSTODIAN OF THE GREATEST TRUST WHICH WAS EVER PLACED IN THE HANDS OF A STATE CITIZENRY.

IT IS A TRUST THAT NEBRASKA MUST NOT—THAT NEBRASKA CAN NOT—BETRAY.

No other state—no other body of voters—can discharge that trust for you. On Nebraska—AND NEBRASKA ALONE—rests the responsibility. You and you only can place the name of Nebraska's greatest citizen in the presidential lists.

YOU AND YOU ONLY can give to the nation the one man, who, above all others is fitted to carry out the great tasks which will confront the next president—John J. Pershing—your fellow Nebraskan—your presidential candidate.

NEBRASKA MUST NOT FAIL. Do your part. Go to the polls Tuesday, April 20, and vote for

Pershing of Nebraska for President

This advertisement paid for by the subscriptions of Nebraska citizens.