



Drawing by Major Felten

On the Scent of Beauty

by MARTHA LEAVITT

THE history of elegance and beauty is fragrant with perfume. Men have always been responsive to perfume and critical of how a woman uses it. As Emperor, Napoleon Bonaparte was very severe with any ladies of the court whom he found "badly perfumed."

Many modern women, in their use of perfume, sin against charm and good taste. Don't use too much. Perfume is meant to attract, not to overpower. Don't douse it on because you yourself cease to notice the scent. That is the natural result when the nerves of smell are stimulated all the time.

It is equally important to choose perfumes that suit you. With this in mind a fastidious woman builds up a perfume wardrobe, just as carefully as she supplies herself with clothes. Nor need she spend a fortune. There are many excellent brands on the market at reasonable prices. Thus, you can

emulate the charm of the famous Madame Pompadour, who used to spend "more than 500,000 livres" for her perfumes in the course of a year.

Skin, personality, and the occasions when you will use the perfumes are guides in buying them. Some perfumes smell different in contact with different skins. So test out your perfumes.

For personalities or moods of freshness and vivacity, or for wear with

sports clothes, you will want a slightly pungent fragrance. For example, the spiciness of a scent like rose geranium will be good then. For a metropolitan-minded mood, especially in the afternoon, you will change to a more complicated, sophisticated scent. And for gala evenings when you want to be dramatic, you will prefer an Oriental fragrance.

The elements also make a difference. On rainy, sultry days, perfume smells heavier than at other times. Therefore, use the light scent. In bright, clear weather, a richer scent is appropriate.

There is an art in applying perfume, too. The best way is to dab or spray it right on the skin. In this way, the basic qualities of your own natural scent combine with your favorite perfume and make it more entirely yours. And it is best to use it on parts of the body covered by clothing, for then the fragrance seems to come from within.

Perfumes That Please

Miss Leavitt has a leaflet that suggests perfumes for morning, afternoon and evening. She also gives suggestions for using perfume correctly. To get the leaflet, send a three-cent stamp (to cover the cost of mailing), with a letter to This Week Magazine, in care of this newspaper.

Famous Foibles

WHEN dining at a coffee house, Shelley used to amuse himself by rolling up little pellets of bread and slyly shooting them at the customers. He was happiest when he could pop his victims on the nose.

GEORGE IV liked to mimic the solemn, long-faced politicians of his day.

MENDELSSOHN was passionately fond of letter-writing and spent most of his spare time in this way.

OSCAR WILDE affected oddities in dress to advertise his plays. For example, when Playwright Wilde was seen wearing knee breeches in public, they were probably like those worn by a character in his current play.

SARAH Bernhardt used to amuse herself by the hour playing with a big teddy bear.

ELEONORA DUSE liked to do her reading on the floor, lying flat on her tummy with a book before her.

BYRON took a morbid delight in making his reputation an unsavory one. He loved to tell outrageous stories about himself, hoping that his listeners would believe them and repeat them to others — which they invariably did.

SCHUBERT's favorite amusement was to sing the "Erikönig" through a fine-toothed comb.

HENRY WARD BEECHER's favorite form of relaxation was to spread a handful of unset precious stones on a sheet of white paper and admire their color and fire. So engaged, he would sit for hours, arranging and rearranging the gems on the paper and never saying a word.

— KATHLEEN MASTERSON

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ARE YOU showing your world — your family, your friends, the man in your life — a sparkling, winning, attractive smile? If not, why not do something about it? Remember — in these days of soft and creamy foods your gums as well as your teeth need special care.

If your tooth brush has flashed that warning tinge of "pink" — see your dentist. You may not be in for serious trouble, but let him decide! Play safe! Usually, however, his verdict will be simply, "Gums denied work by soft, creamy foods" — "gums that need exercise" — and, as so many dentists do, he'll probably suggest "the healthful stimulation of Ipana Tooth Paste and massage."

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