Old and New
LEMON
Suggestions

Numerous Ways in Which to Use This
MOST USEFUL FRUIT
to Best Advantage
for Beauty and
for Health
Beauty depends to a surprising extent upon care in small things. The texture of hair and skin, fresh color, a healthy energy and vitality, all carry a refreshing beauty of their own. They add a natural charm and that indefinable element of "personality" that makes for attractiveness even though form or features may lack a desired regularity.

Lemons are one of the simplest and most convenient aids to a natural attractiveness. And they have, in addition, tonic and cleansing properties when used internally which make them a valuable aid in maintaining good health. There is probably no other fruit so widely used and in
such variety, or one which is so effective in its various fields.

The value of lemons, in the toilet, and as an aid to health, is appreciated quite as much by men as by women. Business and professional people, who must look their best; athletes, who at all times must feel their best; famous stars of the stage and screen, leaders of society, all include lemons in their daily diet and esteem them as a toilet essential.

These pages suggest only a few of the many ways in which lemons can be used. Other equally desirable uses will be brought to mind in reading these suggestions, and the result will be better acquaintance with a natural ally whose consistent use will insure the wholesome charm of healthful freshness.

Make lemons a daily habit, for even two weeks, and the results will speak for themselves.
LEMON...
The Natural Cosmetic

All of us have friends who would be quite commonplace in appearance, even unattractive, were it not for their lovely hair and skin, and their well-kept hands. Unfortunately, some of us who are much more favored by nature neglect these important sources of beauty. Perhaps because we do not have the time or means to visit expensive beauty parlors or buy high-priced cosmetics, or it may be that we have never realized how simply and easily these desired results may be obtained right in our own homes.

Hands, Skin, or hair need not lack lustre or beauty because of our neglect, for nature has given us, in the lemon, a most useful cosmetic, easily and quickly applied. It is an ideal aid in keeping the hair, hands, skin, and teeth attractive in texture and color, and its cost is so small that its free use is easily managed—a use so simple that no one need lack the time for proper beauty care.

Lemon for the Hair

The “California Lemon Rinse” is used by almost every Hollywood film star, and nowhere is there a group of women who have more uniformly beautiful hair.

The use of lemon juice in the rinse water cuts the curd formed by soap and hard water. In shampooing, the soap combines
with the alkali in the water to form a tough curd which coats every individual strand. No amount of rinsing with plain water, no matter how often repeated, will remove this curd. The mild, harmless acid of the lemon cuts this film and leaves each hair faultlessly clean. Use this Lemon Rinse and the hair will be lustrous and full of life, all its natural tints and beauty more apparent, together with a "springy" quality that makes it easier to retain a wave or curl.

The best results are obtained by adding the juice of two California lemons to an ordinary washbowl of water—about four quarts. Make sure that the hair is thoroughly clean by washing it well with at least two soapings. Less than this does not assure the loosening and removal of the

"One of my most charming American discoveries—'The California Lemon Rinse.' Without it I do not know how I would preserve the life and lustre of my hair."

Vilma Baur
accumulated dust and oil. Rubbing with the tips of the fingers as vigorously as is comfortable also helps to massage and invigorate the scalp as well as to cleanse it. When the soaping is finished, rinse well to get out the free soap, then rinse very thoroughly in the lemon rinse to remove the curd, seeing that the rinse goes well through all the hair and over the scalp. Follow with rinse in plain water.

Try this for your next shampoo. Your hair will be delightfully clean and silky. You will easily see why it is such a staunch favorite with Hollywood’s lovely stars.

Lemon for the Complexion

With lemon juice you can make one of the finest lotions for the skin that has

"Even the tiniest defect shows up so on the screen; one's skin must be perfect. But that is not much of a problem with my simple lemon and glycerine lotion."

Laura La Plante
ever been devised. Do it in your own home in just a few minutes and make its daily use a habit. It will help to give you a lovely skin.

This very simple recipe calls for equal parts of glycerine and California lemon juice. That is all. Its softening and whitening properties will be a real asset in refining the texture of your skin.

Use this lotion night and morning on face, neck, and arms. Apply evenly and pat and massage gently into the pores of the face. Then dry it lightly with a soft cloth. Your face will feel refreshed and cleansed and the skin will be left soft, smooth, supple, and glowing with health. The same delightful improvement will be apparent in the texture of neck and arms.

Lemon for the Hands

The busy woman of today sometimes finds it difficult, in the midst of the constant pressure of duties and demands, to retain the white and slender hands that her own sense of personal daintiness insists shall be hers.

But the lemon provides one of the simplest and most effective means known for keeping the hands attractive.

Keep half a lemon in a saucer by the kitchen sink and on a shelf in the bathroom. Whenever you wash your hands or use kitchen soap or washing powders, apply the lemon to the hands and rub them
"Hands are so expressive—and on the screen they are so much in evidence. I think I might worry a great deal, but for my helpful half a lemon that I always have convenient."

well with rind and all. This neutralizes the alkalis (or plain lyes) of the soap and thoroughly cleanses and whitens the hands, preventing roughening and irritation.

Some women make it a practice to keep beside the cut lemons a tiny jar containing equal parts of lemon juice and peroxide. This makes an excellent bleach, removing stains from hands and from under fingernails.

The regular use of the lemon-glycerine lotion, night and morning, combined with the use of the cut lemon after each washing of the hands, will keep them always soft and white, with the skin entrancingly smooth and fine, preserving their suppleness, elasticity, and delightful texture.
Anna Q. Nilsson's Unique Use for Lemons

Miss Nilsson, famous Motion Picture Star, has discovered a most interesting use for lemons. Her use is so apropos in connection with lemon juice for the hands that with her permission we are reprinting her directions here. Miss Nilsson's hands are unusually lovely and speak well for her care of them.

"My dressing table is not complete without a set of halved lemons," she says. "They are the greatest aid to beautiful hands I have ever known. The discovery of this especially beautifying quality was made quite by accident, followed by logical proof.

"Noticing that the dropping of lemon
juice on the hand tightened the skin, I immediately decided to use it on my knuckles, and found that the astringent quality of the fruit had a splendid effect upon the skin covering the knuckles.

"Now I always have a set of fresh lemons on my boudoir table. Fifteen minutes a day will make the knuckles smooth and give the hands a delicate appearance which cannot be obtained by any other method."

In using lemon in this way, the juice should be massaged gently into the hands, rubbing upward towards the wrist with the same movements one would use in drawing on a glove.

**Lemons in Manicuring**

The mild acid of California lemons is particularly helpful in the manicure. A teaspoonful in a cup of warm water removes stains from skin and nails and loosens and softens the cuticle more satisfactorily than any other method. Softened and cleansed with a lemon water bath, the nails are more easily filed and shaped. They will take a better polish. All traces of the old manicure are quickly removed. The nails, fresh and smooth, are ready to take the desired polish.

**Lemons for Teeth and Gums**

There is another interesting use for lemon juice, which is really a factor in both
"A brush with lemon juice and water gives the mouth such a cool, refreshing feeling—and I am quite sure it helps to keep teeth white."

Marion Nixon

beauty and health—its very beneficial effect in cleaning and whitening the teeth and hardening the gums, due to its alkaline reaction in the mouth.

Teeth treated regularly night and morning with lemon juice and water applied with a soft brush will show a noticeable difference in even two weeks' time, however particular one may have been in the care of them.

Lemon juice leaves a fresh, wholesome feeling in the mouth. It stimulates an extra healthful flow of the saliva, which, of course, is the best cleanser that dentists know.

Ask your dentist about the effect of fruit juice on the teeth and gums. He will verify these facts.
Lemons for Health

Anything that aids digestion is a step towards better health. Lemons not only make digestion easier, but they bring to us stored-up vitamins which every normal diet must include. Much of our sickness, or that much more common borderland state between health and illness, comes from faulty digestion or poor assimilation. Famous athletes, physical directors and others to whom good health is the basis of their business recognize, in consequence, the importance of keeping the human machine tuned to high efficiency and make good use of lemons in the diet.

Lemons as a Before-Breakfast Drink

Starting the day right means lemons for a great many people. The juice of half a lemon in a glass of hot water, taken a short time before breakfast every morning, is one of the beneficial ways in which thousands use lemons. Lemon juice acts as a stimulant in toning up a sluggish liver and in that way reacts upon and tones up the entire system, indirectly clearing and whitening the skin by helping in the elimination of toxic poisons. Try it for two weeks and note the results. The lassitude and dullness arising from inactive liver conditions will disappear. Many people have more energy, a feeling of fresh vitality, and find themselves able to do more
"Not only do I use the California Lemon Rinse in shampooing, but I drink, every morning, a small glass of lemon juice, to which I add a little salt. This I have done for years for the benefit of my complexion and find it to be most effective."

Mrs. Howard Chandler Christy

with less effort. This use of lemon is a very simple preventive and one well worth cultivating.

**Lemons as "First Aid" in Treating Colds**

The time to stop a cold is in the beginning, and a good, old-fashioned, piping hot lemonade for years has been one of the most effective "first aid" treatments known. If taken in time, a hot lemonade will almost always break a cold.

To get the quickest results, take a hot bath, and go to bed immediately under blankets. Drink the lemonade in bed. You’ll perspire, so be sure to keep warm.
At the very first suggestion of a cold—a hot bath, followed by a hot lemonade after getting into bed between warm covers. As a result, I almost never have a really severe cold.”

Much of the “tiredness” and run-down feeling which lowers the body’s resistance to exposure and often precedes “taking cold” is due to an accumulation of acids in the blood. The alkaline reaction of California lemons neutralizes these acids, and thus also helps to stop the cold. There is also a remedial antiseptic action.

**Lemons for a “Weak” Stomach**

Seasoned ocean travelers seldom embark without a supply of lemons. Their value in settling a “weak” stomach is quite as great on land as at sea. Distaste for food, lack of appetite, nausea, or distress after eating quite often are due to “acid-condition” which will yield to the alkaline action of California lemons. This invigorating effect is equally welcome to the invalid and to the person in good health.
KEEP CALIFORNIA LEMONS ON HAND

Lemons fall so readily into the role of a household asset that the modern woman plans always to have them on hand. And for convenience as well as economy, it is an advantage to buy them by the dozen. Their cost—always small—is even less by the dozen, and you are always certain of having a supply for every need—whether for beauty, health, or kitchen uses.

Take advantage of the uses outlined here for even two weeks and see the gratifying results for yourself. Lemon juice has values that perhaps you haven’t turned to your account. Decide now to enjoy all the benefits of this very useful fruit.

California Fruit Growers Exchange

Los Angeles