



Here's Help

Active Hands

A Non-Alkaline Hand Lotion

That Helps Counteract Ugly

Aging Effects of Harsh Soaps,

Hard Water, and Hard Work

Most soaps that are hard on your hands are harsh soaps—high in alkali content. Yet many hand lotions which seek to counteract the harsh

alkali problem are actually alkaline

That is where VELURE is so differ-

in quick results the first time you of try VELURE.

There are other things women like about VELURE. It is a vanishing lo-

leaves no sticky, gummy film to stain gloves or clothes—is healing and soothing to chapped skin—and economical to an unusual degree. VELURE helps

LOTION

A BAUER & BLACK PRODUCT

tion-requires no tedious rubbing-

make hands whiter, softer, smoother, in a hurry. Available at all cosmetic counters. Try VELURE today!

ent. For VELURE is definitely non-alkaline. You'll notice the difference

themselves.

After your luxurious massage a salt rub is a beautifying, stimulating substitute for a plunge in the ocean.

(Tribune Studio photos.)

At right: The exercise room of the salon proves a good substitute, complete even to a beach ball, for Palm Beach.



Made NBC Television Announcer Because of Her Beauty!



Busy Betty Goodwin can't be bothered with constant re-powdering... but she knows she's keeping immaculately groomed and lovely with Evening in Paris Face Powder. You, too, can count on Evening in Paris Face Powder to stay on, stay clear and stay smooth! And there are Rouge and Lipstick to harmo-

Evening in Paris

CREATED BY

BOURJOIS



enhances her loveliness with **Evening in Paris** Face Powder

- * STAYS ON
- * STAYS CLEAR * STAYS SMOOTH

HERE'S MUCH to be said for the southern sun, but to those of us who can't go south there's plenty to be said these days of streamlined, sun lamp hung beauty salons for the pleasant expedient of a synthetic Florida at home.

The third floor of one of Chicago's leading salons is a bit of Florida. There you can have your exercise, all kinds of it, from nice rhythmic breathers and stretchers to frantic fun with a medicine ball. You can ride a bicycle, clad in shorts, and you can even loll in warm sand, with a synthetic sun giving you the much-coveted coat of

You can have a luxurious body massage, with expert fingers oiling the skin and toning your lax muscles. Instead of a plunge into the ocean you can, if you like, have the pleasant substitute of a salt rub, a little treatment that leaves your skin smooth and glowing and your spirits higher than a kite.

It's all quite wonderful and not nearly as expensive as you might think. Your exercise is supervised. If you want to grow calmer and perhaps a bit heavier the expert in charge gives you development rhythms. If you want to take off an inch or so here and there you get the kind of a workout that steps up your pep and sculpts your silhouette.

The sun room is most Floridaish and perhaps the most fun. There are tropical murals on the silvery walls and long boxes filled with very white nonscratchy sand. After your exercise you stretch out luxuriously in the warm sand; an attendant gives you your choice of sun glasses or pads of cotton saturated with a lotion that soothes your eyes. The sun lamp gives

A stationary bicycle provides th exercise, and tropical murals the

a little pop as it is turned on. You rest and relax, and in two minutes, or three, perhaps, the attendant turns off the lamp. You've made a start toward your Florida tan, painlessly, speedily, and you've also received a most pleasant little treatment that has its merits as a cold preventer.

We're enamored of trips to our local Florida for several reasons and recommend that

you indulge in a few. You'l enjoy them, for one thing. You'l find your vitality and resistance wonderfully improved by the exercise, the sun, and the relax ation induced by the massage You'll not mind the cold so much, and you won't drag a you walk. And you'll have lovely toast-colored tan, acquired the easy way, that all your

illusion of a sun-drenched winte

A Vicar Debunks Superstition

Finds Origin in Early

The sun room of a beauty salon

with its sun lamp and warm sand

offers a synthetic Florida for the

winter-bound northerner in search

of a health program.

Religion

HE REV. G. R. BAL-LEINE, Church of England vicar, has set out to

Declaring that superstition, 'omenphobia," and "mascotitis" are increasing in Britain by leaps and bounds, Mr. Balleine outlines how many of the badluck beliefs arose.

Fear of passing under a ladder, which is so common in London that probably most persons prefer to risk stepping out into a busy highway, is attributed by Balleine to the fact that early pictures of the crucifixion showed a ladder leaning against the cross, while underneath the devil gnashed his teeth. So the idea sprang up that under the ladder was Satan's territory.

Beliefs that thirteen is an unlucky number and that it is tempting fate to upset salt at table or get a haircut on Friday also are traced back to early Christian history.

Fears about the number thirteen are said to derive from the fact that thirteen sat down at the last supper, and that Judas, the first to rise, eventually hanged himself.

Another legend declared that Judas upset the salt at the last supper. Therefore the superstition arose that if you upset salt you are behaving like Judas, the devil's favorite, and must throw the salt over your left shoulder "into the devil's eye."

Balleine says he always gets his haircut on Friday, because he knows he'll not be kept waiting. It is supposed to be unlucky to have a Friday haircut. Friday has been marked down as an unlucky day because Christ was crucified on that day.

Just how unhappy a superstitious woman can be made by her beliefs is shown by Mr. Balleine in recounting some of his own experiences.

"The other day," he writes, 'a poor little bride arrived at my church heartbroken. No one could comfort her. Her wedding day was hopelessly and irre-



Leonardo Da Vinci's "Last Supper." The superstition that thirteen is unlucky is said to have originated in the fact that thirteen were seated at the table.

trievably ruined. She had passed a funeral on her way to church, and she had heard somewhere that if a bride meets a herse all her babies will be born dead."

Another example of "omenphobia" is the supposition that when a picture falls from a wall it means a death in the family. One woman, he says, for months went through a period of anxiety waiting for a death to occur. She was only relieved when she heard news that a cousin had died in Australia.

"Mascotitis" is Balleine's term for faith in lucky charms.

"All savage races assume that a mascot can avert evil, but it is not only in remote villages that we see horseshoes nailed on the door," he says. "John D.

business unless he had in his pocket a certain hollow stone with fragments inside that rattled. "Sir Henry Seagrave, the

Rockefeller, the American mil-

lionaire, would never transact

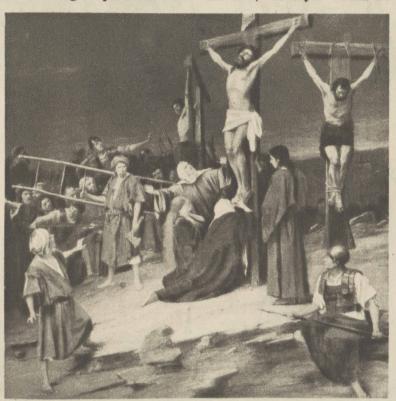
speed king, always carried a rabbit's paw.

"The other evening I went to a mothers' tea. At one table I turned the conversation to lucky charms. Soon almost every mother had produced one from the depths of her purse, and I had before me a tiny green pig, a black cat, a black metal boot, a silver slipper, and several hid-

eous imps and idols." Superstitious women are puzzled to know what to do with their hair combings, declares Balleine. It is considered unlucky to burn them. If you throw them out into the rain it will give you rheumatics, and if a bird builds them into its nest you will die when the eggs are hatched!

After debunking the catalog of horrors which derives from belief in omens Balleine adds:

"Superstition is really an attempt to 'pull wires' in the invisible world. It assumes that there are a number of independent spiritual powers indifferent to moral principles and that they can be exploited for purely personal and selfish ends by any one who knows how to get at them by methods which are entirely irrational and unmoral. This assumption is irreconcilable with the Christian view."



(Copyright, H. L. Kratz, Director, Administration Arts-Decoration, John Wanamaker, Philadelphia.)

Detail from painting of the crucifixion by Michael de Mukacsy, showing ladder which is credited with giving rise to superstition about walking under ladders.