It's spreading like wildfire

A GOOD THING certainly gets round! Velveeta, for instance, the wonderful cheese food made by Kraft.

A completely *new* flavour—creamy, savoury, appetising! And you'll like the way it *spreads*, just like butter.

Velveeta's as light and digestible as "Grade A" milk, yet it's *full* of nourishment. It gives you three important elements you don't get in ordinary cheese: calcium, for bones and teeth; phosphorus, to feed brain and nerves; and milk-minerals, for extra energy. It's splendid for growing children.

Don't miss this treat any longer! You can get Velveeta for only 8d. a box, or in portions at 6d. a box. Kraft Cheese Company, Ltd., Hayes, Middlesex.

. . . and it spreads like butter!

Velveeta

THE NEW CHEESE FOOD BY KRAFT

Try also KRAFT CHEESE, KRAFT SANDWICH SPREAD
KRAFT SALAD CREAM, KRAFT WELSH RAREBIT

If you're feeling—

Under the WEATHER

this article gives you **PRACTICAL** suggestions for getting—and looking—fit

KIPPS (you remember Mr Wells's Kipps?) turning over the pages of a book on physiology, came upon a picture of the human interior. He was very struck. "Chubes," he whispered, "chubes!"

And that is the vague and wondering way a good many of us feel about the 30 feet of our eating apparatus. We keep the inner tubings of our car tyres in good working order. We should give still more attention to those of our own insides—if we want a good run for our money.

☆

Vanished health, vanished complexion, vanished energy, headaches, tiredness—so often all these can be traced to "chube" trouble. And people will go the wrong way to combat it.

"If you hike to Land's End at Bank Holiday, not having done so since the last one, you will do yourself more harm than good."

We all have friends who wake up suddenly to the realisation that they are getting no exercise. They take a week-end off, rush up and down Snowdon, hack across a few counties, or try to swim the Channel. Then they are laid out. "Never again," they swear. "Never again."

Obviously the body will protest against sudden violent action. If you hike to Land's End at Bank Holiday, not having done so since the last one, you will do more harm than good.

She tried out a Plan

MY friend Susan tried this. She was sure she needed fresh air, and became very sporting. She overdid it at first, but she was determined to get back the healthy skin and abounding energy she used to have. Now she has got everything taped.

☆

She is very particular about sleeping by an open window. Her exercises concentrate on the abdominal muscles. She may be found early any morning spending five minutes in a kind of hula-hula dance.

She throws her weight on to her right foot, placed a little in advance of the left, and swings her hips round in a circle. Then she does the same on the other foot. She does deep breathing and drawing in of the muscles when waiting for buses. But she walks oftener than she used.

A matter of common Sense

NEXT she turned her attention to diet, and in the process learned something about those tubes. Now it's a matter of common sense—Susan's in the pink again.

I'm thankful to report that all fads like her vegetarian rage, when she fed her friends exclusively on nut omelettes and savoury vegetables, are over. Neither does she spend whole days supported solely on orange juice.

She has learned a thing or two. She knows that her digestive machine works in three sections.

The mouth and stomach start the crushing process, and concentrate on the carbohydrates; the small intestine tackles proteins, carbohydrates and fats, absorbing what the body needs from each; the large one squeezes the necessary moisture into the blood, dispelling what is over as roughage.

When the body is not getting enough food, it uses up its own fatty tissues, and sends the unwanted part into the blood, disordering the whole system. Complete fasting slows down the process, and complete vegetarianism is a strain on the tubing because it contains such a bulk of vegetable fibre roughage.

Decide what is good for You

SUSAN, feeling a wise woman after learning all this, considered next what was bad and what good for her tired and strained machine.

Lots of people find there is something that doesn't agree with them, even though they like it.

For Susan it was cucumber. She has cut cucumber out for ever. Then she is avoiding things she knows are bad for tired tubes in general.

First thing every morning Susan has a fruit drink—orange, or, to vary it, 12 currants or raisins or sultanas soaked overnight in the juice of one lemon. She drinks water with, and sometimes between, meals, and has her milk at bedtime cold.

You should enjoy your Food

A GREAT point is to enjoy eating, to concentrate on it and not worry about other things. The inside is jealous of a divided attention and rebels against it.

If you are bothering about your job, why should it concentrate on its job? That is only fair.

It is a great help to the works to take rather more than your usual amount of food sometimes.

Here is a specimen Diet

HERE'S one of Susan's tube-cheering day diets. Fruit juice before breakfast. For breakfast: stewed figs with the top off the milk and some cereal, a lightly-boiled egg, toast, and white coffee.

In the middle of the morning a glass of lemonade. For lunch: steak, grilled tomatoes, and celery, followed by baked apples and cream, a glass of water.

For tea: bread and butter, rusks, weak tea with lemon. For supper: tomato cocktail, chicken and creamed carrots, salad with mayonnaise, strawberries and cream, cream cheese and bread, nuts, cider, and black coffee.

Rose Hodgson

Beauty Analysis

Audrey M. Aubertin, Guildford.

YOU say that you do not think your photograph is *sufficiently interesting for publication. . . . On the contrary, the problems which you present are of interest—so many people share them.*

Your good points are a well-shaped head and jaw-line, nose, colouring (which you describe in your letter as being fair).

Your weaknesses: rather small eyes; a large mouth (still, it is easier to make-up a mouth to look smaller than it is to make thin lips look fuller).

Suggested hairdressing: Have your hair permanently waved and then cut in such a way that it can be set with a "bang" on the left side (a "bang" is a soft, sausagy sort of curl that any good hairdresser will be able to describe to you). The sides should then be drawn back, so that the lobes of your ears show and the shape of your face is clearly defined.

This style will look neat, yet softer than your present hairdressing. (If the amount of money you have to spend on beauty care does not allow for cosmetics, skin creams and hairdressing, spend more on your hair—it will give you a bigger improvement for your money.)

For your skin (which you say is coarse) and enlarged pores, I will post you details of a home treatment, too long to print here. The hair on your upper lip could be safely removed by a depilatory wax which will not stop the growth, but which will gradually weaken it so that in time you should be able to give it up.

Make-up: A little pale rose cheek-rouge worn wide apart on the cheeks (if you put it too near the nose, it will emphasise the closeness of your eyes). A very pale pink or colourless lipstick, to soften your lips. Do not use a strong colour; it would make your mouth dominate your face. Brown mascara for your lashes; a touch of vaseline on your eyebrows—to make them look well groomed. Use a fine pinkish-toned powder and as little vanishing cream as is necessary to make the powder stick.

Zoë Farmar

YOU need not search the high seas for examples of "Night-Starvation." Every day, in every kind of work, tired people are unable to do their job properly. Energy has been used up during sleep, keeping heart and lungs at work. They don't know how to create new energy to take its place.

A hot cup of Horlick's regularly at bedtime creates the new energy needed. It helps you to wake refreshed and ready to do a really efficient day's work, and guards you against "Night-Starvation." Plain or Chocolate Flavoured. Prices from 2/-; also Horlick's Mixer, 6d. and 1/-.

HORLICK'S

Can you KNIT?

THERE is £1,000 to be won in the Daily Express knitting contest which started on Tuesday.

The contest lasts seven weeks and there are nearly 200 prizes, including 25 weekly of £2.

It includes three knitted sections—women's, men's, or children's wear—and a fourth section for rugs.

Full details and a design on TUESDAY.

HOME PAGE CAT

"What's today?"
"Thursday."
"So am I."

"MUTINY ON THE BOUNTY"

Charles Laughton, M-G-M Star of "Mutiny on the Bounty"

Magnificent ART GIFT BOOK **FREE** *inside every copy of the* "PICTUREGOER" OUT TODAY

THE Book of a thousand thrills—a sumptuous sixteen-page Art Photogravure Gift Book of M-G-M's mighty epic, "Mutiny on the Bounty"—crammed with action pictures, throbbing with drama—that is the magnificent presentation given FREE inside every copy of "The Picturegoer," out today—price twopence only, as usual.

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