

## No. 107—BEAUTY ADVICE FOR MEN.

BY Mme. Lina  
Cavalieri, the  
Most Famous  
Living  
Beauty.



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**M**EN have beauty treatments. Had that been a secret heretofore, one of their own sex has revealed it. David Graham Phillips, whom some critics have called the Zola of the Flaubert of American literature, tells of the disappearance of a wealthy broker who was taking a beauty treatment.

Of what do men's beauty treatments consist? Like the soundest of beauty treatments given to women, some of them are the rebuilding of the constitution upon a basis of health. Muldoon, of White Plains, many a New York man considers the greatest of beauty doctors. Men of London, and some men of Paris, have the same unlimited faith in Sandow.

No intelligent person can doubt that rest, regular living and much out of door air will make a person's beauty greater, because it will strengthen the very pedestal of beauty, which is health. Every man is justified in taking one of these beauty vacations, which is, after all, a health vacation, a tonic time for the entire system.

So men hunt and fish and swim and go yachting, or roll about in houseboats or rowboats, or take long tramps through the woods of a Sunday, and whatever the purpose,

whether recreation or regaining health, the effect is a thorough beauty treatment. The men come back handsome, because browner of face, straighter of figure, brighter of eye and more agile of step.

I surprise you, perhaps, and I suppose I will receive many funny letters from you when you have read what I am about to say, that the English military man is the accepted model of manly beauty in America and Europe, and even in portions of Asia and Africa. The proof is that the fashions in manly beauty change with the fashions in the English army. When it was the custom for English army men to wear whiskers, the smart men of two continents also wore whiskers.

"Rubbing handfuls of table salt on the body, before the bath, is stimulating."

When whiskers were succeeded by a dragon's mustache, the long-flowing, fierce-looking upper lip adornment appeared on the faces of civilians. Now the army men of England are shaving their faces clean, the men of America and Europe are keeping their facial stubble close.

# My Secrets of Beauty.

**M**ME. CAVALIERI to-day makes an excursion into new fields of discussion. She boldly asserts that men take beauty treatments, reveals many of their beauty-seeking secrets and seems rather to approve of male vanity than otherwise. She names, as an authority for the fact that men who disappear mysteriously from the zone of old friends and daily habits may be seeking to make themselves handsome, David Graham Phillips's last book, "The Husband's Story."

I have already told in another of these beauty papers the story of the physician with so admirable a skin that all his women patients asked the secret of his complexion's perfection. He told one, who generously told many others, that knowing the mighty power of absorption of the skin, he had experimented with the use of Epsom salts in the bath. He had found it stimulating and, in consequence, had used a pound of the salts, dissolved in a bathtubfull of water, every day.

I should have thought this method a much too severe one, but the wonderful clear complexion and the undoubted strength and excellent health of the physician form the answer to all my objections. A salt bath is stimulating. Rubbing handfuls of table salt on the body, getting it into a fine glow before the bath, is one means of absorbing the salt into the system. Another is pouring an ordinary five-cent bag of table salt into the water and letting it thoroughly dissolve before taking the bath.

But ask any well-groomed man if baths are sufficient for cleanliness and he will answer, "No. No man can be clean unless he walks four to six miles a day." There must be then three baths, the cold plunge in the morning, the natural perspiration bath at any time that is convenient between the two, and the before dinner tub in the evening for the cleanliness that is maintained among men who are proud of their grooming.

Cleanliness is the fetish of the man of the high world, as it should be to every one. The cut of his clothes is next in importance. No general rules may be laid down. What style of clothing is becoming to any particular man is a matter between him and his tailor.

He has his clothes cut so as to bring out the best points of his figure and conceal the ill points. The man who has regard for his figure avoids stoutness. If he be naturally stout he girds himself in well about the abdomen. In Paris there are shown in the windows men's woven silk or wool, or even heavy cotton drawers, heavily stitched about the abdomen to hold in muscles that would otherwise droop or sag.

The man who fears baldness does well to avoid a tight hat. The size should be large enough to permit ventilation of the hair and scalp. Also he should puncture the hat with fine holes for the same purpose.

But let me allay somewhat the fear of baldness by telling these frightened men that they should expect some hair to fall every day. A hair lives about three years, or from two to six years. To rid the scalp of one growth of hair and prepare for another it is inevitable that fifty or more hairs should be shed average yield per day. It has been estimated by a scalp specialist that the danger line lies at one hundred hairs. If the yield exceeds that number it behooves the loser to look well to the health of his scalp.

A man is his own best judge of when he needs a shampoo. If the hair falls unduly, or if it feels sticky, or if the brush is considerably soiled after brushing, it is time for a shampoo, even though you had one three days before. If there is much dandruff in the hair there is need of a shampoo. A shampoo successfully used by a relative of mine who has beautifully thick and glossy hair is made of

Tincture of green soap, 1 table-spoonful.  
The whites of two eggs.

If the hair is dark the yolk of the eggs may also be used. The eggs are beaten into the water, the soap added and the cologne sprinkled in. To prevent catching cold after a shampoo, rub alcohol into the hair about the neck and cheeks and temples.

Remember that there would be no baldness if the hair roots were properly nourished. So keep a plentiful supply of blood flowing in that direction by massage. If the scalp is dry rub olive oil or lanoline into the scalp at night.

Be sure to keep the skin of the scalp so loose that it can be easily moved about, and keep it cool if to do so you must occasionally place on the head when it is overheated a bag of cracked ice or a cloth dipped into cold water, renewing it as the cloth dries.

Ask your physician for a hair tonic. If he is a good one he will be able to write you a prescription, or will know of some proprietary



"Pours a wineglassful of perfumed Ammonia into a tub of water."



"A man is his own best judge of when he needs a shampoo."



Men also wear heavily stitched or whaleboned bands around the waist to hold in the waist and make them look trim. When a coat fits with admirable smoothness across the back and at the waist you may be fairly sure the wearer is corseted. There are more corsets worn by men than women wet of.

A man's aim is to make his figure taper from shoulders to feet. He wants to be broad of shoulder, tapering of waist, flat of abdomen and neat, well shod, and comparatively small as to feet. The inverted pyramid is his model.

I have before spoken of the smart man's dislike for a hairy appearance. He hates a wig and toupee, and his motto is, "Better a clean bald head than a dirty wig." His moustache, if he has one, and he won't have one unless he thinks it, because of some defect of lip or chin, more becoming, is also well cropped. The long moustache is now regarded as an abomination.

Men have their faces massaged by barbers. They have their scalps massaged. They are manicured once a week but twice, if they dine out much. They have their bodies massaged. They take vibratory treatment to plump and freshen their faces.

One fear is ever before them all, that is only a remote dread of women, the fear of growing bald. That is the reason you see many men walking with their hats under their arms on a hot day. They tell you the heat is overpowering. What is really overpowering them is the fear of a bare and shining pate.

tonic which he can recommend.

One authority on the hair believes in a daily pulling, not by a grate wire, but by yourself. He believes that this takes the place of exercise for the hair and that it strengthens the roots as walking strengthens the muscles of the legs or rowing the muscles of the arms.

Every man fears also the ugly dewlap, often called "the statesman's chin." He can prevent this by carrying his head and chin well up. He can to some extent correct it by using webbing chin bandages at night.

**TOO EARLY TO PASS OPINION.**  
First Journalist—So your uncle has died, Charles?

Second Journalist—Yes, died yesterday.

First Journalist—He was a very eccentric old man. Do you think he was quite right in his head?

Second Journalist—Well, I can't quite say at present. I will tell you after the will is read.

Bobbs—Mrs. Wigwag is simply an echo of her husband.

Stobbs—Always has the last word, eh?

The Fellow—Next to a man, what's the jolliest thing you know of?

The Girl—Myself, if he's nice.

### A Week's Refreshment

The following extract from the diary of a shepherd, some forty years ago will strike the reader as curious. But when it is explained that the whiskey of that time was more nourishing than the liquors we at present imbibe, and that the price of it will be at once evident that the shepherd had the best of it.

Monday—A half-gill to wash away the effects of a dry week. Monday, 19d; mid-day—a gill to wash my face for dog whistling, being out after the sheep, 3d; foregatherin' at the neighbors, two gills, 6d; main dog whistlin' a gill, 2d. 1s 15d

Tuesday—A wet morning, a gill (there being some ladies in the house) dog whistlin' thru the day, two gills, 6d; main dog whistlin' a gill, 2d. 1s 2d

Wednesday—A dry day; foregatherin', two gills, 6d; dog whistlin', two gills, 6d; zills w' folk I have nae mind o' whatever, 1s; gill w' the man that sang "Auld Lang Syne," 3d. 1s 2d

Thursday—A gill to try to bring to mind whaur I was introduced, 1s; introducing Jock Macdonald to a likely lass to mak' his second wife, two gills, 6d; sundry dog whistlin', two gills, 6d. 1s 2d

Friday—Among the sheep, fortifyin' myself for Jock Macdonald's wife's funeral in the afternoon, two gills, 6d; another on the road to keep myself frae greetin' for the pair body, 3d; dog whistlin', 3d; the funeral, six gills, 1s. 6d. 2s 6d

Saturday—To keep the moist out o' me plaid, the holes no being mendit, a gill, 2d; Jock Macdonald's marriage, four gills, 1s; dog whistlin', and foregatherin', three gills, 6d. 2s 6d

Sunday—The Sabbath Day; we drop to clear ma throat for crying on ma dogs, a gill, 2d; another at Luckie's, while the bells are ringing, 6d; some brandy so as no to be takin' the smell o' whisky into the Lord's house, 6d; a drop to digest the sermon, two gills, 6d. 1s 6d

Nothing makes a man feel so injured as to have his wife keep perfectly silent about something that he fully expected to be nagged about.

The difference between courtship and matrimony is something like the difference between listening to a "travelogue" and taking a trip abroad.

A little college is a dangerous thing—for a girl who wants to be a shining light in the matrimonial market.

1892 Nineteen Years Ago 1911

We wish to thank our large and increasing clientele in Toronto—in fact throughout Canada—for their hearty cooperation the kindness shown, the encouraging words spoken and the very liberal patronage extended to us during the past 19 years.

For that time we have held the proud position of being the most competent dermatologists in the Dominion. Our success in the treatment of Skin and Scaly Diseases and all Complexional Troubles and Blemishes has been phenomenal. No one could hope for better. During these years over 100,000 different cases have been treated by us.

We are treating successfully patients from the Atlantic to the Pacific as well as many in the Mother Land and the United States. Correspondents are invited to send us their names and addresses, and we will send them a copy of our book, "The Skin and its Diseases," free of charge. For the safe and permanent removal of Superfluous Hair, Moles, Warts, Scars, Birthmarks, Ruptured Veins, etc., our method of Electrolysis is superior to any other. Young girls of fourteen, young women, mothers and grandmothers are proud in their praises of our excellent work. Smaller Pimples, Deep Wrinkles and excruciating itching entirely removed by our Electrolytic treatment. Write for particulars. Surgical treatment. Write for particulars. Bear in mind that we are not strangers; that we have a reputation at stake; that we never experiment, and that our methods are up-to-date.

To the many physicians who have sent us patients we extend our thanks, and trust always to merit their confidence.

**Hiscott Dermatological Institute**

61 COLLEGE STREET, TORONTO.

TEL. M. 531



"Be sure to keep the skin of the scalp so loose that it can easily be moved about."  
(And Below)  
"He can prevent the statesman's chin by using webbing bandages at night."

Certainly our vivid-faced Frenchmen, so handsome, many of them, after their own type, are not regarded as models, outside of France. They cling to their whiskers, and one of your humorists, you know, has said that whiskers are a crime. Certainly no man in the world has a more romantic manner nor a more vividly attractive face than the Frenchman, and I conclude it is because men are tired of the hairy face that they do not imitate the Frenchman except in the style of his evening clothes. For muffs—that is, the every day business sort of clothes—men still look to the English, which is the utilitarian style of dressing.

If I were asked what the smart man has most regard for in his appearance, I should say his bath, which the English and those who spend much time in England, call their "tubs," and the cut of their clothes.