



FOR THE first time in her glamorous career Madre Elliott, whose lovely clothes have always been a feature of her stage appearance, will discard her filmy skirts and feminine frills at Christmas for the silk tights of Principal Boy. She will be Fairy Prince to Edna Best's Cinderella in the Drury Lane pantomime. Madre, as will be seen from the photograph, is slimmer than ever, and is looking forward to her first pantomime experience. —Air Mail photo.

## COLORED LIGHT To Cure SHYNESS

By Air Mail from MARY ST. CLAIRE, Our Special London Correspondent

In these high-pressure times, social diffidence has become a distressing problem—particularly for the debutante.

But a new Mayfair clinic is coming to the rescue of the young English society miss. Anyhow, doctors at this new clinic are speculating in curing shyness—with colored light!

SHYNESS is one of the major worries of the debutante making her bow to society.

The British Institute of Chromotherapy was founded originally for the very scientific treatment of all sorts of ailments by the use of colored light.

Then it was visited by a prominent

West End actress whose nerves were in a particularly jangled state.

The doctors conferred. They did not quite know how to tackle the problem. The head of the Institute, Dr. R. Douglas Howart, decided on a new course of treatment, worked on German, French and English theses.

The actress was given a daily bath of green light, regulated to penetrate to a certain skin depth. Within

a fortnight her frayed nerves were healed and she was back on the stage more vigorous, more enchanting than ever.

She happened to be the life-long friend of a prominent Mayfair mother whose youngest daughter, a shy, diffident—though very beautiful—girl was due to face the ordeal of her first London season. The actress advised a conference with the institute.

The debutante attended daily for a week, with the result that every sign of social awkwardness was eliminated.

Green, blue, yellow, orange and red are the principal colors used in the treatment.

The theory, in general, is that certain biological maladjustments will respond to colored light applied at frequencies decided on after careful diagnosis.

## WOMEN'S WEEKLY Mourns . . . . .

### Early Death of Jessie Tait, Famous Fashion Writer

It is with the deepest regret that we record the death of Mrs. J. C. Bancks, known so well to our readers as Jessie Tait.

Mrs. Bancks joined the fashion staff of The Australian Women's Weekly on the inception of the paper and her "Fashion Parade" quickly became one of its most popular and valued features.

ELDER daughter of Mr. E. J. Tait, managing director of the theatrical firm of J. C. Williamson, Ltd., and Mrs. Tait, Mrs. Bancks was the wife of Mr. James Bancks, famous creator of "Ginger

dressmaking establishment to-day is offered a book containing pasted-up pages of "The Fashion Parade" so that she may make her choice of a style from the designs carrying the hall-mark of Jessie Tait.

Her countless personal friends

Keenly interested in fashion work, and with a natural flair for designing, she early found scope for her talents in her father's firm, and for several years was fashion adviser to J. C. Williamson.

When The Australian Women's Weekly offered her a staff appointment she welcomed the opportunity of increasing the sphere of her usefulness, and from the first issue of the paper worked most brilliantly to give her readers of her very best.

When she knew she had to enter hospital she prepared several pages in advance so as not to break the continuity of the series. She was then happily expecting the birth of her first child, but complications subsequently developed which resulted in the tragic loss of both mother and baby.

Evidence of the success of her fashion work is to be found on all sides. Hundreds of leading Australian fashion houses keep special records of "The Fashion Parade." Practically every woman who enters an Australian



THE LATE MRS. BANCKS (Jessie Tait)

looked upon her spirit of helpfulness as the leading trait in Jessie Tait's nature. No trouble was too great for her to take to help her friends and she was widely loved among them for her gentle and kindly disposition. Apart from this, much of her time was dedicated to charity.

Her death, while still in her twenties, makes a sad gap in the social and charitable circles of her home city, as well as being a material loss to those to whom her work as a fashion specialist was a very real service.

"THANKS OLD DUTCH for my beautiful SILVERPLATE & CUTLERY..."

### ★ OLD DUTCH'S AMAZING OFFER OF TABLEWARE

Users of Old Dutch, the safest, most economical cleanser in the world, can now get A1 Silverplate and Cutlery at a fraction of its real value. Women everywhere are collecting—to build up a complete tableware set, or to add to their present sets such items as Fish Knives and Forks or handsome Fruit Spoons and Forks. This exquisitely beautiful "Old English" pattern tableware lends grace and distinction to any home. It makes splendid presents or bridge prizes, too. Start collecting now—and have some before Christmas.

Your grocer will give you folders containing full particulars, illustrations of all the pieces and order forms.

Or you can use the form below and send for your first item at once!



### TRY THIS ECONOMY TEST

Old Dutch goes farther than any other cleanser. Prove it this way: Punch the date on the tin when you start to use it. When it's empty, look at the calendar. You'll be amazed how long Old Dutch lasts, and how it gives you many more square yards of efficient, scotchless cleaning per penny. Harsh, gritty SAND-SOAPS, PASTES, and SCOURING BRICKS DO UNTOLD DAMAGE to your Possessions. Always use Old Dutch, it's made with SEISMOTITE and can't scratch.



Made by VINER & HALL LTD.,

Cutlery to His Late Majesty, King George the Fifth. The Silverware is genuine A1 Heavy Plate. The knives are hand-ground and stainless throughout. Every piece guaranteed for years of service.

### HOW TO GET THE TABLEWARE

Send 2 windmill panels from Old Dutch labels and 2/6 Postal Note for each unit listed. You may order one unit or as many as you wish. They are all guaranteed A1 Silverplate or Stainless Steel.

1. 4 TEASPOONS (value 12/- per dozen).
2. 2 DESSERT SPOONS (value 30/- per dozen).
3. DESSERT KNIFE and FORK (value 3/- per pair).
4. 2 SOUP SPOONS (value 30/- per dozen).
5. TABLE KNIFE and FORK (value 3/6 per pair).
6. 2 TABLE SPOONS (value 55/- per dozen).
7. 1 PAIR FISH EATERS (value 5/- per pair).
8. 3 FRUIT SPOONS (value 20/- per dozen).
9. 3 FRUIT FORKS to match the Fruit Spoons (value 20/- per dozen).
10. 1 SERVING SPOON, Gold-lined bowl (value 7/6).

### ORDER FORM

CUDAHY & CO. LTD.,  
ELGER STREET, GLEBE, N.S.W.

I enclose \_\_\_\_\_ windmill panels from Old Dutch labels and Postal Note for \_\_\_\_\_ for which please send me (post paid)

Units number \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

W.W. 4/12/36  
D 52-16