



## Like home, self you care for is important investment

By RUSTLE SHAND

How many people stop to consider how much money they are spending each year on beauty products?

Ida Stewart, vice president of Estee Lauder, has thought about it. She was in town recently to perform her style of magic during beauty clinics conducted at the Saks Fifth Avenue Troy store.

Mrs. Stewart is a tall, willowy and beautiful woman who would be the envy of most women. She is also a practical and down-to-earth person.

"Every woman should consider her face and her body an investment in the future. She should treat herself as she would her house," said the beauty expert.

"When the paint on your house starts to crack, you don't just ignore it and mark it off to 'getting old,'" she said. "You get some tools, some paint and some elbow grease and start to work."

"Isn't that the truth?" she asked. "If you want to have a good resale value placed on your house, when the shutters drop off, you nail them back on."

Yet, she countered, when a woman begins to detect signs of wear and tear on herself, all too often she attributes it to age and lets it go at that.

A woman must continue to evaluate her own worth, think about her own resale value, Mrs. Stewart said. "What is she worth to herself, her family, her employer? Everybody is tagged today. Most women wear many tags whether it's Johnny's mother, someone's secretary, an agency's volunteer, a good housekeeper—whatever."

The important thing about the tag," she said, "is that it keeps you off the half-price or get-it-for-free rack."

Maintaining a good personal appearance costs money just as the appearance of a house does, she contended. It is as important to budget money for her own exterior as it is for the structure in which she lives.

LESS THAN \$500 a year or an average of \$1.50 a day is all that is re-

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— Ida Stewart

quired to secure an investment in a lasting appearance, she said. Along with the annual investment of dollars, a woman must also maintain a positive attitude about herself.

"I always feel there are the worst of times and the best of times," Mrs. Stewart explained. "But, whatever happens, I always think today is the best of times because today I am alive."

Mrs. Stewart also believes that a woman needs more than the usual amount of grit in addition to her good grooming habits. "We all need grit to live and to be ourselves in this vacuum-packed world. You don't have to be a beauty. Stop looking at yourself. People don't see your flaws when they look at you."

Once one has assumed the proper attitude and developed the right amount of grit, she said, it is time for her to start polishing up the surface and keep the skin clean and smooth.

"It doesn't matter what you cleanse it with, but do it the right way," she said. The right way varies, depending on what is right for each woman. There are many choices, she contended.

"Many women could no more stick their fingers into a jar of cleansing cream than they could fly," she said.

"But, then others love jars of cream. Some love to wash their faces with soap. Some prefer a gel in a tube. They must each use the system they prefer. Otherwise, they will never develop a daily habit of proper cleansing for their skins."

Another important factor for consideration, said Mrs. Stewart, is that today's woman travels more than ever before. "I love beautiful jars in my

home, but when I travel with my husband in our horse van, I take a cleansing bar because I know he will use it too."

ANOTHER important part of the cleansing ritual, she said, is a regular home facial program that must be followed, she stated. "Estee Lauder started the home facial thing," she explained.

"Mrs. Lauder said: I am a busy woman and I don't have time every week to keep an appointment for a facial." Since those early days when home facials consisted mainly of a masque many other treatment products have been introduced into the Estee Lauder line.

There are products to remove the dead layer of surface skin, Mrs. Stewart explained; and there are cream packs to unclog pores plus gentle skin polishes.

"Mrs. Lauder does not believe that a woman's skin develops wrinkles while she sleeps, so many of her daytime products are designed to act under makeup to keep skin from premature aging," Mrs. Stewart pointed out.

"Every woman should have the healthy, vital look that comes from doing something interesting. She does not have that look in today's world without the use of cosmetics and skin care products."

"Makeup allows you to project different looks for different times of the day," she added. "The woman who does not take good care of herself is out of step with the world today."

"Neglect shows!" Mrs. Stewart emphasized.



Ida Stewart had no idea when she spent her days in a classroom that her sixth-grade students were helping her prepare for one of the great glamour jobs. Today, her pupils are older, but she still teaches them the basics for a healthy life ahead.

## A former teacher discovers that she still teaches class

While a starry-eyed, young South Carolina school teacher and budding painter put her sixth-grade students through their paces, she couldn't possibly have known that she was preparing

herself for one of the top glamour jobs in the world.

Ida Stewart, vice-president of Estee Lauder, was born in South Carolina, graduated from Winthrop College with a degree in art and later received a master's degree in health education at the University of Maryland.

Mrs. Stewart is completely in accord with Mrs. Lauder's approach to beauty, which, she said, is a combination of glamour and practicality. In fact, she is herself a perfect example of Mrs. Lauder's belief that a woman's role should be many-faceted and combine the art of living with the mechanics of living.

In her relaxed and easy manner, Ida Stewart can exchange her role as a super executive with that of wife and hostess and never miss a step.

SHE SAID she met her husband at the Riverside Church in New York City, where he was an usher and she

was a never-on-time worshipper. Now, the couple live in South Carolina, where home is a big, rambling old house filled with Early American antiques, two pipe organs and three cats. The Stewarts raise standard horses bred for racing, she said.

Ida Stewart has also co-authored and illustrated a textbook on camp counseling which is used in all colleges that train camp counselors and is even available in Japanese, she said. It appeared the same year as the Kinsey Report exploded onto the American scene and was issued by the same publisher. Her blue eyes twinkle with merriment when she asks, "Guess which one sold more copies?"

Mrs. Stewart believes that health and happiness are the twin keys to beauty. She says happiness is making up a young girl and hearing her say, "I didn't know I was so beautiful!"



## Where It's At

By JUDY SOLOMON

### Gumming Up

Some gift stores become stagnant. They stock the same merchandise over and over. At Ricki's, it's just the opposite. In fact, if you saw an item there a few weeks ago, chances are it's gone and won't be reordered. Right now, to lure the back-to-school crowd, you'll find canvas lunch bags. One looks just like the outside wrapper of a piece of Bazooka bubble gum. Another looks like the outside of a Barnum's Animal Cracker box. Both are priced at \$6. A bigger bag looks like a giant-sized roll of Life Savers and is priced at \$10.40.

Ricki's, 29229 Northwestern, Southfield, 353-1850

### Sweet and Brassy

This good-looking solid brass ashtray complements both traditional and contemporary decor and could double as a dish for candy, nuts, paper clips or what-have-you. Made in Spain, it's a reproduction of the corner ashtrays used on card tables in 18th century England. It's heavy enough not to tip and it's priced at \$22. Hampton House also stocks stunning reproduction brass Etruscan measures (\$24) and multi-purpose oval dishes (\$38).

Hampton House, 523 N. Woodward, Birmingham, 645-2433.

### Coming up Lilies

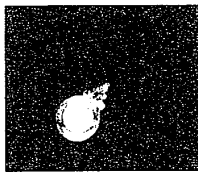
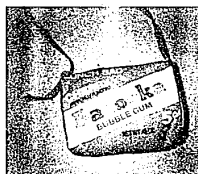
The daylilies at Hughes Gardens are in bloom and they would be a beautiful addition to your garden. While Hughes grows 2,000 kinds of perennials including wild flowers, ground covers and ferns, daylilies and iris are his specialty. In fact, he has more than 500 different kinds of daylilies and it's a treat to see the assortment of color, size, shape and form. Hughes will also speak to interested groups and will do consulting in your garden.

Hughes Gardens, 24333 Lahser, Southfield, 357-1122.

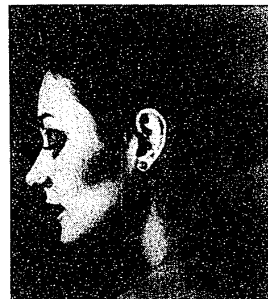
### Oh, Fudge!

If you're into chocolate, you should go into Cheers. The shop sells yummy candy called Lee's Country Fudge Love. Made in Fort Worth, Texas, the fudge is hard on the outside and contains chopped nuts plus a soft creamy filling in your choice of light or dark chocolate. A two-piece sample box costs 89 cents while an 11-ounce box is priced at \$5.99. Cheers also has those wonderful, fat See's lollipops that travelers to California often bring back as gifts. Priced at 20 cents each, they're available in chocolate fudge, caramel or peanut butter flavors.

Cheers, Franklin Shopping Plaza, Northwestern at 12 Mile, Southfield, 357-2343.



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