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A BREWSTER PUBLICATION

# Beauty

*Beauty Secrets for Everywoman*

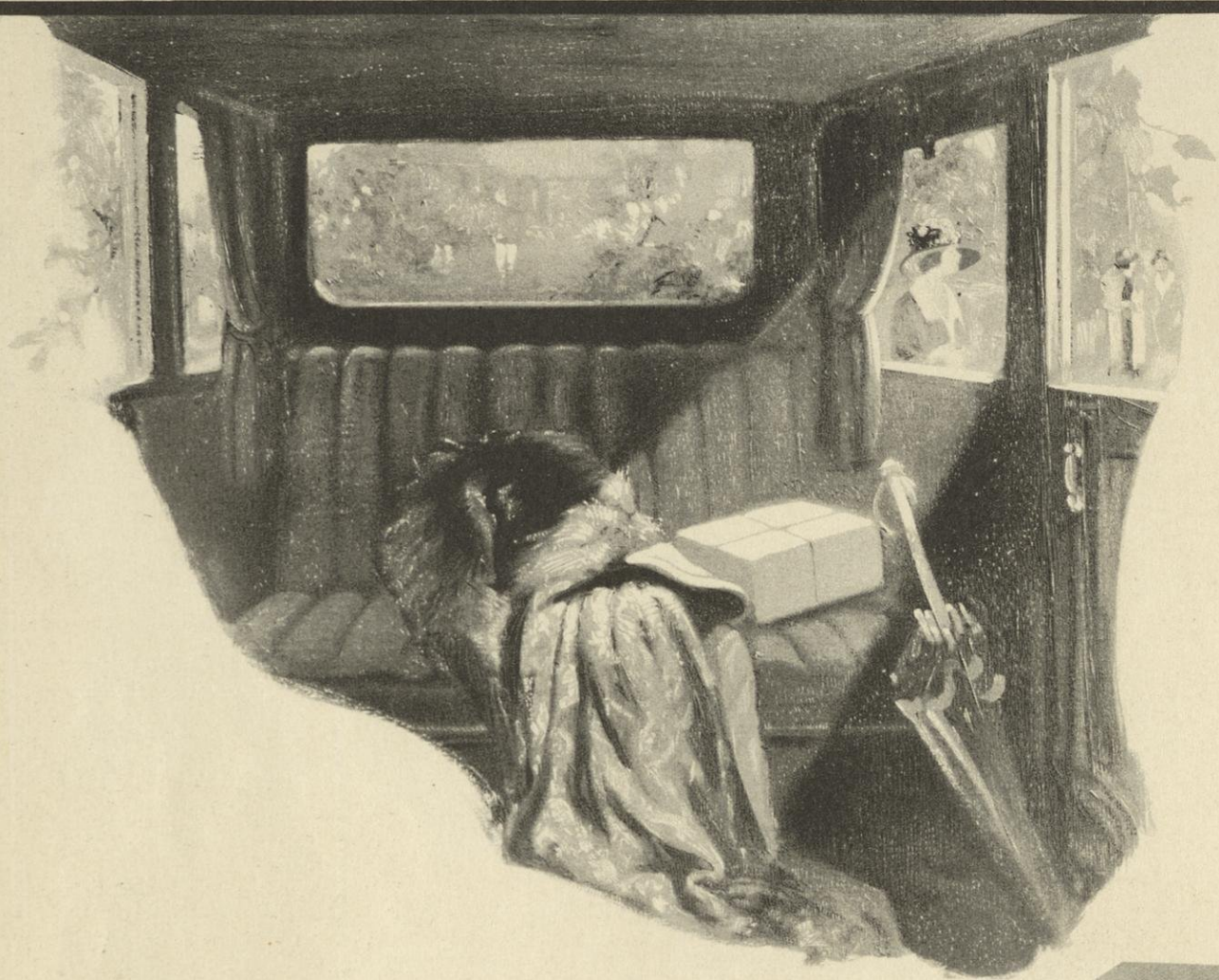


*In this issue - Second Episode*  
THE MEMOIRS OF MME VAVARA

NOVEMBER - 25 ¢



# KOTEX



## Bring home a box or two—

Women find Kotex most convenient, both for their own use and that of guests. It is customary now to keep a supply always on hand. An excellent safeguard—and a *real economy*.

For Kotex is cheap enough to throw away, and easy to dispose of by following simple directions found in each box. It solves a laundry problem. It provides comfort and insures poise. It completes milady's toilette.

Kotex is made from fine gauze and Cellucotton—the wonderful absorbent material which has much greater absorbency than cotton. These sanitary pads come in two sizes—Regular and Hospital—and have generous tabs for pinning. They are sold everywhere by good stores that serve women.

The very first box of Kotex usually forms a new habit and convenience. Bring home a box or two—

*Ask for them by name*



Regular Size 12 for 65c  
Hospital Size 6 for 45c  
(additional thickness)

*Kotex cabinets are now being distributed in women's rest-rooms everywhere — hotels, office buildings, restaurants, theatres, and other places— from which may be obtained one Kotex with two safety pins, in plain wrapper, for 10c.*

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**INEXPENSIVE, COMFORTABLE, HYGIENIC and SAFE — KOTEX**





## A Beautiful Skin is a Really Clean Skin

Clean from within not just as clean as soap and water will make it. Even Cold Cream isn't enough. But you can make it one hundred per cent. clean clear through by using

**Boncilla**  
BEAUTIFIER

### The Clasmic Clay

*Boncilla Beautifier* (the *Clasmic Clay*) will keep your skin clean enough

Because its action goes below the surface of the skin

—right to the depths of the pores.

Ordinary clay will not do. *Boncilla Beautifier*, the *Clasmic Clay*, contains certain healing balsams which get right down to the pores, stimulate them, revitalize them, cleanse them thoroughly of all accumulations

—and leave them really clean.

## AND THEN YOUR SKIN IS BEAUTIFUL

By reason of this wonderful cleansing action, *Boncilla Beautifier* removes blackheads, pimples, and other facial imperfections. At the same time it builds up sagging muscles and restores a firm, youthful facial contour, and leaves the skin alive and radiant.

### Send For Free Trial Tube

Just mail the coupon on opposite corner, and we will send you a generous sized tube of *Boncilla Beautifier* absolutely free. Convince yourself of the merits of *Boncilla Beautifier*; see the difference between ordinary clay and *clasmic* clay. Mail the coupon now.



## Practical Beauty Talks

By PAULINE PRICE

### A Simple Way to a Perfect Complexion

To the beauty editor of a magazine like *BEAUTY*, come countless letters from girls and women, yes, and men, many of them, all with one desire behind various questionings, the development of beauty. It is interesting to note that by far the most frequently sought advice in these letters is on the subject of the complexion. "How can I overcome enlarged pores," "how to remove blackheads, pimples, excess oiliness, and other facial defects," they ask. "The outline of my face is being lost in sagging muscles," says a youthful matron.

It would seem indeed, that everyone has some complexion troubles, and yet to overcome any or all of these defects is a problem so simple that it seems hardly worth while to write an article on the subject. *Clasmic* clay disposes of these problems. This writer recommends *Boncilla Beautifier*, the *clasmic* clay. It is simply spread on the face and allowed to dry, after which you remove it with a wet towel.

Could anything be easier? If your complexion already shows signs of neglect, begin by taking *Boncilla Clasmic Clay Packs* every day for a week, then once or twice a week until your skin is quite perfect. *Boncilla Beautifier* cannot possibly harm the skin; the writer has seen demonstrators apply this *clasmic* clay ten and twelve times a day with no ill effects whatever.

**For Blackheads:** *Boncilla Beautifier* is a wonderfully effective treatment. This *clasmic* clay contains certain rare balsams which penetrate to the depths of the pores, and cleanse them thoroughly of all accumulations which cause blackheads.

**Enlarged Pores:** This disagreeable condition of the skin is caused by accumulations which clog the pores and force them apart. Because *Boncilla Beautifier* cleanses the pores so thoroughly, they close naturally, leaving the texture of the skin firm and fine.

**Lines, Crow's-feet, Wrinkles:** Even very young people are bothered with the appearance of tiny lines and wrinkles about the eyes, lips and on the forehead. *Boncilla Beautifier*, by building up drooping muscles, smooths out these lines, and leaves the skin smooth and unblemished.

**Sagging Muscles:** A drooping facial outline is the first outward sign of advancing age, and should not be allowed to mar your beauty. *Boncilla Beautifier* builds up the sagging muscles, and restores the firm, clear outline of youth.

**Pimples:** *Boncilla Beautifier* acts on pimples, the same way it acts upon blackheads, and the first few *Boncilla* treatments will result in complete relief from these disfiguring blemishes.

**Color:** The consistent use of *clasmic* clay stimulates the circulation of the blood cells under the skin, and results in a delicate, healthy color in the cheeks.

**A Charming Toilette:** An exquisitely well-groomed effect is secured by following the use of *Boncilla Beautifier* with *Boncilla Cold Cream*. When this has been rubbed in, remove the superfluous Cream and apply *Boncilla Vanishing Cream*, finishing with *Boncilla Face Powder*.



## What of Your Vanishing Cream?

Just as important as her cold cream and powder, is a good vanishing cream to the well-groomed toilette. *Boncilla Vanishing Cream* is good—considered by many specialists the very best, because in addition to several distinctive features, it has one great outstanding merit.

### It Does Not Dry The Skin

For this reason, *Boncilla Vanishing Cream* should be used generously as a protective skin covering, and as a powder base. It renders each pore antiseptic, and closes it against the ingress of dust, dirt, and smoke, is entirely invisible and delightfully fragrant.

### The "Finished" Boncilla Toilet

*Boncilla Cold Cream*, to cleanse the skin thoroughly, followed by *Boncilla Vanishing Cream* and *Boncilla Face Powder*, completes a perfect facial toilette, and has three distinct advantages:

1. It gives the complexion a clear, youthful beauty that is irresistible.
2. The harmonious fragrance imparts the exquisitely, well-groomed touch so essential to the smart woman.
3. The security of knowing that each *Boncilla Toilet Preparation* is the finest you can buy.

The famous *Boncilla Beautifier Clasmic Clay Pack* should be followed by the application of these three preparations for the best results.

**Boncilla Toilet Preparations**  
sold at all department and drug stores

**BONCILLA LABORATORIES,**  
INCORPORATED  
INDIANAPOLIS, INDIANA

B-11-23  
BONCILLA LABORATORIES, Inc.,  
Boncilla Bldg.,  
Indianapolis, Indiana.  
Send me, please, a free trial tube of *Boncilla Beautifier*.

Name.....  
Address.....  
City..... State.....





4 While the MINERALAVA is doing its beauty work of drawing out the impurities from the pores and ironing out the tiny wrinkles, you may relax for five or ten minutes.



5 Spray or wash off the MINERALAVA mask, starting with lukewarm water, gradually letting the water get as cold as possible.



6 Saturate thin pieces of cotton, about the size of a silver dollar, with pure witch hazel.



7 Apply the witch hazel pads to the eyes, curling back the lashes. Rest with the pads on for five minutes.



3 Now apply a thin mask of MINERALAVA with the dainty brush that comes with the bottle; using an upward stroke.



2 A wash cloth wrung out in warm—not too hot—water, will open the pores of the face and neck.



1 With a soft cloth and cold cream remove the surface dirt or make-up.



### Mineralava

is a natural antiseptic with wonderful medicinal and beauty giving qualities. It is refined for facial use by the foremost chemists of the world.

Mineralava draws out all impurities from the pores, cleansing the skin thoroughly. It stimulates the blood vessels, creating perfect circulation, and thereby builds up the facial muscles and nourishes the underlying tissues.

Mineralava does for the face and neck what exercise does for the body, and with the resultant firmness and health of each tiny muscle, wrinkles, lines and flabby flesh are smoothed away. The skin attains the smooth, healthy condition of childhood—thereby normal—neither too dry nor too oily.

Mineralava will demonstrate a marked improvement after one application. Its continued use keeps the pores so clean that they gradually resume their normal size, and the texture of the skin consequently becomes finer. The color comes back to the cheeks, bringing a skin health and beauty unobtainable by any other method. Mineralava is your safeguard against complexion blemishes.

NOTE—If you are in a hurry, omit details 1, 6 and 7. For refreshing tired eyes, 6 and 7 will be found very beneficial, but are not an essential part of the treatment.

SCOTT'S PREPARATIONS, INC. 251 West 19th Street, New York City

*Mineralava Face Finish*, which should always be used after a Mineralava treatment, is a wonderful tonic for the skin—soothing, healing, nourishing, and at the same time a mild bleach.

The cleansed skin readily absorbs the Face Finish, which gently closes, without clogging, the pores. It is essentially protective and provides an excellent base for your favorite face powder, which will not cake as it sometimes does on a heavier base. Mineralava Face Finish is not merely an adjunct to Mineralava, but is, on the contrary, a very fine lotion on its own account, and its regular use on the skin after bathing will impart a smooth and velvety texture.

Mineralava is on sale at all good drug and department stores at \$2.00 a bottle (each bottle containing enough for 18 treatments), a special trial tube at 50c, containing enough for three treatments, and the Face Finish at \$1.50. If you are not entirely satisfied with the results, your dealer will refund your money.

The better class beauty and barber shops give and recommend Mineralava facials.



8 Apply Face Finish with finger tips or a piece of cotton; patting it gently in till it is absorbed.



9 When Face Finish is thoroughly dry, apply face powder.



10 Within half an hour—radiant for the dinner party.

# Mineralava

## "KEEPS FACES YOUNG"

PARIS VIVAUDOU NEW YORK  
Distributor



A BREWSTER PUBLICATION

# Beauty

## Beauty Secrets for Everywoman

*"I want to help you to grow as beautiful as God  
meant you to be when he made you first."*

VOL. II

NOVEMBER, 1923

No. 10

### Beauty's Ten Commandments

I. Thou shalt cultivate a love for the beautiful, and make thyself look thy best at all times.

II. Thou shalt strive with infinite care to preserve the beauty that nature hath given thee, and strive always to add what nature has neglected to give.

III. Thou shalt not forget that fresh air and sunshine, right living, and right thinking are the first requisites of health, and that good health is essential to beauty.

IV. Thou shalt so order thy time that each day shall be spent to advantage, never neglecting to give the mind and body the daily repose and rest that they require, particularly sleep—"nature's sweet restorer."

V. Thou shalt assist nature whenever possible by the use of cosmetics and other remedies, remembering that we live unnatural lives, and therefore must adopt artificial means to preserve and enhance the beauty that nature hath given.

VI. Thou shalt not disgrace nature by imitating it in an exaggerated manner, or one that appears to be artificial; for otherwise it becomes grotesque and thou wilt appear a caricature.

VII. Thou shalt strive to be natural and look natural, just as nature would have made us had we lived always under the smile of her sunbeams and in her pure, invigorating atmosphere.

VIII. Thou shalt never expose thyself to public view when assisting nature by artificial means, but shalt always do so in the privacy of thy chamber. "Art that conceals art" shall be thy motto, and modesty thy password.

IX. Thou shalt carefully remove thy make-up every night before retiring, thoroughly cleansing thy face, hands and neck, and gently massaging them with the palms and fingers, and then applying such unguents as thy complexion needeth, so that thou shalt fall into a pleasant and gentle slumber, and awake next morning refreshed and revived for the day's duties.

X. Thou shalt always remember that true beauty comes from within; that thy inward thoughts are reflected on the countenance; that kind thoughts, good deeds, a sweet temper, and a sympathetic heart form the best foundation cream for the finishing touches that cosmetics will give thy countenance.—*Selah.*

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Photo by Albin

Countess Carlo Dentice di Frasso, *née* Dorothy Taylor, well known in New York's social circles





## What Makes a Girl Popular?

A QUESTION to which Du Barry, Cleopatra, Nell Gwyn and Marie Antoinette probably gave a great deal of thought!

Also, our grandmother's grandmother undoubtedly gazed with ill-concealed wonder when all the men crowded around one particular girl at a husking-bee or during the Sunday bombardment of her Puritan church—unless *she* happened to be the fortunate girl.

But never has anyone been able to give a specific answer, so why not approach it from a different angle and ask, what makes a girl unpopular?

No matter what other sterling qualities she may have, she cannot lay even a distant claim to popularity if she be selfish. Not only selfish in the material things of life but all of the undercurrents of selfishness that mean so much and come so close to egotism. Being self-centered to such an extent that she monopolizes everyone's time by talking about herself and her troubles is unforgivable. She must be a sympathetic listener if she wishes to head everyone's calling list.

Disagreeableness and surliness are the dwarfed twin sisters of graciousness and in spite of their tearful pleas they have yet to be included in one of their lovely sisters' parties.

The super-sensitive girl who is forever pushing her toes under someone's feet and then disappearing with her nose in the air, her lips quivering and her heart a steaming caldron of bitterness is too much trouble to have constantly about.

Why is it that a person with a bad temper

can control it among strangers only to let it burst forth without check on her family or dearest friend? Probably because the family and friend are understanding enough to forgive, while a stranger just wont be put out. A vicious temper is a mild form of insanity that no one can overlook.

But the greatest secret of popularity lies in liking other people—then they cant help liking you!

A person without flaws is not human. So realize that if Mary Jones has a fault you dislike, you in turn have one that she dislikes and let the two strike a balance. If she is bad-tempered, try your most dazzling smile on her and if it doesn't work the first time try it again after she has had time to think it over and be ashamed of herself. She will be the first victim of your charm.

Dont lash back at the quick-tempered person. Smile at her and say you are sorry even if you aren't and you'll have another helpless worshiper.

Study people and know their shortcomings. When they manifest them in your presence, realize that they are only human and overlook them. Love them in spite of their faults.

Only a madman can resist a baby when it is billing and cooing. Take a tip from the wise little bundle of humanity that lies in its carriage and wins with its darling smile and the soft touch of its little hand.

To be popular, you must be beautiful, yes. But, real beauty comes from within our souls and to have it you must cultivate those selfsame things within yourself. *That's* what makes a girl popular!



# The Memoirs of Mme. Vavara

The story of a woman of the world as set down for  
the guidance and instruction of a flapper godchild

By Stanton Leeds

Illustrations by C. W. Anderson

## PART II

NOW that I am safely back in America, and looking down on Fifth Avenue from the seclusion of my hotel window, I can think more clearly. The myriad sounds of this city come floating up, as if from a great distance—bubbles of noise whirling skyward from the sea's vortex of activity that is known as New York.

As a city, it is different, Celise dear, from anything you have known or dreamed, but your case and mine, my own darling, are alike all the world over.

You are awakened to love. At your age, I was, too. So you are in the position I was, twelve years ago this spring, only, Celise, you have no Armand to guide you.

There are few, my dear, like Armand. He differs, you see, from most men. If I do say so myself, he appreciates the worth while when he sees it. Besides, when fate set us apart—we two, alone in the garden of romance—he was grown up, matured, able to weigh values. That was my luck when I met him.

I was only a child (a "kid," as they say over here), and about your age, Celise.

I was living at home in Yorkville, a small town not so far from this city, and going to school thru the week. In fact, when all this happened I had nearly finished high school.

High school! Dear, do you know what high school means? Everything is so different over in France. In high school they taught me much the same things that you are learning at your age in the convent, but we didn't live at the school nor have our meals there, and not only girls, but boys, too, went there—all together.

Boys and girls both!

That, dear, makes a difference, tho I am not disposed to argue against co-education, as they call it here in America.

If it makes a difference, it has its good points also, but certainly at high school we learn, directly, many things that you, dear, only hear of. We not only learn them,—they are constantly thrust on our attention, but even that did not affect me where Armand was concerned. Armand, I'm afraid, was inevitable.

I saw him first, I remember, when he was in Yorkville as the guest of a certain wealthy man who lived in our town.

This man had a big, impressive house, with lots of servants, but he kept very much to himself—giving parties, when he gave them, only to out-of-town people.

Now I know why this was, and why people were so difficult about him. He was a theatrical man, *un homme du théâtre*, and people were afraid. Celise dear, I mean that so literally. They were afraid because he was theatrical.

But why, you will ask. He was not an actor; just a theatrical manager. Why were they afraid?

The answer is not a difficult one if you are not afraid yourself.

To begin with, the stage is a wonderful world of its own, but the average person does not know it, and does not understand it. So the average person pretends it is immoral, improper, dangerous.

"Keep away," the average person says in effect to his girls, his children, his wife, his sweetheart.

He fears it, the average person does; fears to compete with its people, with their charm, their ability, but I have found, tho my contact with the theater has been comparatively slight, that its faults, such as they are, differ little from the faults of the rest of the world.

The faults peculiar to the stage and its people are usually errors of taste. We gild the lily, disguise the truth. Things we never mention, they speak of with the most naïve insouciance.

It is all very sweet of them I'm sure, but often so—oh, so embarrassing. However, never mind that.

The point I am getting to is that this theatrical personage, this manager who used to live in the same town with us did not know me nor any of the village people. So, of course, when Armand came to visit, his host could not introduce him, but we were aware of them both, nevertheless.

The two of them, I remember, one sunny afternoon were standing in front of the drug-store and I caught, as I passed, a snatch of the words they exchanged.

"Right," Mr. Theater Man said, "a peach just about ready to burst with juice and honey."

I was conscious of their stare, but others—so many others that it had come to worry Mother—often had turned to look after me. These two, however, seemed different.

I quickened my step, I remember; then really hurried. I recall how warm and flushed my face felt. My clothes troubled me. Invisible fingers seemed to be touching me, ever so lightly but disturbingly just the same, and so, finally, I decided to go for a walk, into the country, thru the woods.

It was there, quite by chance, that we met, tho Armand was all for stepping aside as I was returning, an hour later, and began approaching them on the path.

You see, it was Armand I was conscious of, Armand of whom I had been aware in the back of my mind from the moment he came to town. But, after all, the other was with him on that woodland path, and that other man did not stand aside.

Instead, his feet (and my eyes were on them) steadied themselves astride the trail and he lifted his hat. His voice, I recall, seemed a little gruff, but kindly.

"We've seen each other before, miss, I fancy," he said, and then he introduced himself.

The name didn't mean as much then as it does today, but, for the first time since he had come to Yorkville, I found its full significance dawning on me.

"I might even use you in the chorus of one of my





A wild fear seemed alive in me. I was frightened, struggling, and all his sympathy, his understanding, was apparent in the swift release of his hold



I had been at my books, in the little closed porch upstairs. Hearing Armand, I went in—doors



shows," he added, for he had told me that the reason for stopping me was that Armand—"my friend," as he called him—wanted to paint me. "I might use you, that is," he went on, "if you're as nimble of limb as your figure's glorious—yes, glorious; my dear, that's the very word. Let's see," he exclaimed, "if you are."

I could hardly avoid it. He had jabbed his stick laughingly at my ankles before I half guessed his intention, and, like the silly child I was then, I might have died of shame if Armand hadn't intervened.

"I wouldn't do that, my friend," he said rather coldly.

Almost before I could readjust myself to his new manner of approach he had taken my hand and bowed very low, and oh, so very gracefully.

"Will you pose for me?" he asked, looking up at me with dark eyes that were all a plea and yet had a quality of wrinkling humor to their sympathy that seemed fairly to twinkle amusement and reassurance.

As I stood looking at him—giggling, too, I'm afraid; I was such a silly child—I decided suddenly to make one of those courtesies we had been taught at dancing-school and never seem to have any use for. When I made it, he straightened up.

His face underwent one of those transformations I have learned to know so well. The lips drew into a single line, drooping slightly at one corner, the eyes widened till they almost appeared to dilate.

He was regarding me, all of a sudden, with a delight that might well have been, from the way he caught his breath, a thing he could not quite express, and, when

he spoke, his voice had a deeper accent, a catch of surprise in it that made it a trifle shaky.

"My dear young lady," he said, "I have searched the world for you. You see, while I've studied painting in Paris, it's as a stage decorator that I've made money, but that is because—that is because I've never had you for a model. Painting is everything to me. Come, promise me. You shall earn a young man's undying gratitude and give him the fame he needs so much, the new kind of fame. You will pose for me, eh?"

"You—you will have to see Father and Mother," I stammered.

"And why not?" he answered. "I'll call. Shall we say tonight?"

"Meanwhile," I suggested, crisply, "you might at least tell me your name."

With that, I know I flushed crimson. What possessed me, I wondered, to use so abrupt a tone? I was delighted with his proposal. Why, then, jar so rudely the felicity of our conversation? Looking back, I see why. I must suddenly have grown self-conscious, a prey to the fear of being ridiculous that so oppresses all young people. Was he kidding, I probably wondered, and kidding is the very word I would have used then.

After all, it was ridiculous to be talking so all together intimately to a stranger who might be merely amusing himself, even proposing to pose for a man whose name I did not know. However, if these were my thoughts when I asked Armand his name, they were nothing to the air of concern I surprised on the faces of both men standing there with me.

They exchanged, I observed, a significant glance and then the older man shrugged his shoulders.

"Is it possible," he inquired, "that you do not know his name? Why, he designs my stage sets. Do you always stay in Yorkville?"

"Almost," I answered. "Aren't you going to tell me?" I added, addressing Armand as sweetly as possible to make up for the way I had asked him at first.

He seemed to hesitate, but thoughtfully, not as if he were alarmed, or in doubt, or had anything to conceal.

"My dear young lady," he said, finally, with a suggestive pensiveness, "a name means almost nothing."

I had been reading "Camille," I remember—sneaking it into the house and keeping it hidden under my pile of handkerchiefs and an evening scarf—and, as I stood there waiting, I found myself thinking that, after all, Marguerite's lover was, first and foremost, her lover. What did his name matter? And yet for the young man opposite me, what a sweet name Armand would be.

Even while I was thinking this, Armand cleared his throat with a slight, hesitant cough, and, as I looked at him, he told me just who he really was. But I think he was nearer right when he said a name means almost nothing.

To me he will always be Armand, and to me life seems to date from that moment.

To you, Celise, it may not seem to. To you it may not seem to. To you it may seem to date from that scene that occurred next week, that terrible scene! Graven on my mind, outlined as if with fire, my thought seeks always to veil it, to give it the chance to heal.

And yet,—well, it was for the very best. I can see that now.

True to his word, Armand called that evening. I



could hear his voice on the porch, and, as that low, mellowed accent came to me, I sat up straight, tense, waiting! That night, I knew, for me there would be no more study. I had been at my books, that ridiculous algebra, in the little closed porch upstairs. Hearing Armand, I went indoors.

From below I could hear the maid's voice and then Father's. "I know," he was saying. "A scene painter, they tell me. He's visiting that theatrical person up on the hill."

"But," Mother said, "what shall we call him?"

"Just mister, I guess," Dad answered. "Can't imagine what he wants."

I tiptoed down the backstairs, and then, as I passed thru the garden under the windows, I heard the rest of it, for Father had a way of bellowing so all the neighbors would know what he was angry about.

"Preposterous!" I can still hear him snort. "Preposterous! My daughter posing for an artist? The idea of you, a man near thirty, coming here and corrupting young girls with such ideas. Yes, yes, I know," he broke in on the smooth, tempered interruption, "but you'd be asking her next to pose that way. Don't contradict, young man. I know you artists. I know you!"

If Father only wouldn't bellow so. And Mother. She should have understood. To this day I think she should have understood. It was really an honor to be asked to pose for so distinguished a man. I felt so; oh, how I felt it, and Mother should have understood. I was so thrilled, thrilled, thrilled, and they at least could have said their "no" politely instead of ordering Armand from the house.

I remember how a little sob rose in my throat and I ran for the front gate, crowding back into the lilacs as I heard Armand's step on the gravel. Just what I was going to do or say I had no precise notion, but, by way of apology, I felt I must do something—something!

As he paused and fingered the latch, I laid tremulous hands on his shoulders. He turned, looked down, and his face softened.

Before I knew it, I was in his arms. Before I knew it, I had lifted my face and kissed him. Oh, fleetingly, very briefly. With the kiss,

too, suddenly I was different. All of a moment a wild fear seemed alive in me. I was frightened, struggling, and all his sympathy, his understanding, were apparent in the swift release of his hold.

"I'm sorry," he said simply, and with that I was no longer afraid.

"You needn't be," I whispered. "I loved it." And then I fled.

### III

We were to meet soon again, inevitably, for people like Armand and me always meet again, particularly if it's spring. If it's spring, delay is no more than a moment of time, and then it was spring, such a softening of weather and flower blossoming as I have not seen since or looked for, and I wonder—is that the explanation of so many parents?

Do they never see spring again, or feel it? I should not blame them if they never looked for or saw again such a spring as the one that was particularly theirs—the one when they met each other first. But to forget all together! That is too terrible.

To fail to relive with their children the thousand blossoming of the heart's sentiment. That is disaster! That is to be old, and to die.

As for my own parents, what a time, what happiness they could have had watching that first picture he ever did of me grow to completion. Mother, that day, could just as well have been with us. Things, then, would have been so different,—that day of days when we came so unexpectedly on a young girl just returning from a dip in the stream.

Mother could have seen with us what a picture that fair girl made, the clean tapering line from thigh to ankle, pushed thru the blossom-brightened shrubbery as she made that unseeing step toward us, the bare, full, rounded shoulder, her eyes' startled innocence as she discovered us and her face, framed in loose hair, withdrawing, retreating, hiding.

Mother could have seen all this and when  
(*Cont'd on page 79*)



What a picture that fair girl made, the clean tapering line from thigh to ankle, pushed thru the blossom-brightened shrubbery as she made that unseeing step toward us





The two vivacious young ladies at the top are (left) Genoveva Vix and (right) Amalia Jak-Rak. Below, of a different type, but none the less lovely is Soledad Minalles



*In Spain's first beauty contest, artists, painters and writers of that country agree, that while every land has its share of beauties, none are lovelier than its own*



## Beauty in Spain

*Kadel and Herbert*



Two typical Spanish beauties. Left, Carmen Flores and right, Louisa Pujol





# A Titled Business Woman

The fourth of a series on beauty and brains

By Betty Shannon

ARE your clothes your servants or your master? Do they get in the way of your success? Does your coiffure impede your progress? Are your hands working for or against you? Do the colors and the adornments you choose back you up in a crucial moment, or do they throw themselves in the balance against you?

In other words, are your gowns, your hats, your shoes, veils, manicures, hair-dresses, gloves, collars, cuffs, finger-rings, face powders, and your waist line all working together for the one sole purpose of "putting you over"? Are they good selling points, good arguments in favor of you, the hidden you who is dependent so largely on them as mouthpieces thru which to communicate to the world.

I have long recognized the importance the hat plays in a woman's appearance—making her charming and chic, or perhaps sadly enough, ugly and dowdy to look upon.

But I had not realized the power some mere trifle like the color or shape or size of a chapeau might have in effecting a business transaction, swinging a sale, or in establishing business confidence—until I talked the other day with the Baroness Leonie de Souiny.

The Baroness de Souiny knows clothes. She has seen clothes which *were* clothes worn by the most brilliant and beautiful women of the European capitals. And she has worn them herself—and still wears them. She also knows human nature. And what is more—and the least to be expected we might think, from a member of the Russian aristocracy whose life had been spent in far different pursuits—she knows American business and understands its business methods.

The Baroness de Souiny is head of the woman's department of the Durant Corporation, a huge industrial organization which is conducting a successful experiment in financing and banking in conjunction with the manufacture and selling of motor cars. Her work is the supervision of a large corps of saleswomen, as well as organizing and investigating a totally unexplored field of women consumers and purchasers. Her office is in New York, but her work extends to the four corners of the continent—and beyond to other countries. Hers would be an enormous task for a woman of American birth and training and one born to American customs. For a woman of foreign birth who has spent comparatively few years in this country, the appointment to such a position is a great achievement.

I should like to give you a picture, if I may, of the Baroness as I found her the day I went to talk with her about beauty and clothes, and the part they play in the life of a business woman. And I should like to tell you what she said.

I must confess that I stand very much in awe of anyone who possesses a title of any sort—but especially a title that means he or she has a right to associate freely and on friendly terms with lords and ladies, and kings and queens and czars, and prime ministers and princesses and all such grand and story-book people. That is a very American trait to have, isn't it? I guess we all in this democratic land feel more or less that way.

I had heard a great deal about the Baroness. From other business women friends I had learned that she was a woman of exquisite taste and had authoritative knowl-

edge of the psychology of clothes. I had learned that she prized the colorful and graceful things of living, that she had a passion for culinary perfection, was herself an expert cook and had written a cookbook that traced the taste development of the various countries.

And there had been a story or two about her poise and indomitable courage which had impressed me. One woman had told me that the Baroness was forced to flee her own country at the time of the Revolution. She came to America with the remnants of her fortune and took up her abode at one of the large hotels on the Avenue. One morning in her mail she received notice that her entire resources had been swept away, and there was nothing left but what she had in her purse. She went down stairs at once to settle her account, and the story went, that when the bill was paid there was nothing left for her to face the world on but a sum less than one hundred dollars. Having had considerable experience as a writer, and being equipped with a thoro knowledge of half a dozen languages she sought for writing and translating work. She wrote a book which attracted considerable attention, "Russia of Yesterday and Tomorrow." It was her knowledge of the foreign-born woman in America that attracted the attention of Mr. W. C. Durant, and which led to her position as directress of the woman's department of the Durant Corporation.

But in spite of all the charming things I had heard—the title still seemed to terrify me. Was my blue suit

(Continued on page 50)



Albin

Baroness Leonie de Souiny, Supervisor of a large corps of saleswomen for Durant motor cars



# Power and Poetry of Breathing

## 4. How to breathe and build the voice

By Penelope Knapp

"Voice is breath vocalized."  
—Hindu Philosopher.

"The breath of the Almighty is that which strengtheneth me."

BREATH, a non-molecular substance, which we use without thinking whence it comes or whither it goes. Breath, the unseen spirit of the body, the life-giving and life-sustaining essence—the dynamical force by which we live, move and have our being—and without which we drift into oblivion.

The same breath, the same divine spark, the same eternal inheritance, by which all things from the worm that thrives in the mire, the gods that feed upon ambrosia and nectar, the quivering jelly-fish to man, are created and do create.

The human body, like the harp of nature, is but a reed instrument, a vibratory machine, which responds to the touch of unseen forces. As the wind, that invisible, yet potent spirit of the atmosphere,



Exercise I

sweeps the sensitive strings of Nature's harp, so breath sweeps the sensitive chords of our beings and particularly do those of the voice respond.

The voice is the translator of the internal, the external expression of all emotion and thought—and breath is so closely allied with both emotion and thought as to make it difficult to differentiate between the cause and the effect.

The body is the place where the breath dwells—and the voice is the organ which expresses what the mind thinks—what the soul feels.

To one versed in respiratory laws, character is easily read by watching the respiration of the individual. The particularly low, almost imperceptible breath, often observable in taciturn people, tells its own story of the deeply imaginative nature. Imaginative absorption when long indulged, tends to weaken

## Corrective Breathing Gymnastics

*Poses by Florence Brooks, Directed by Penelope Knapp. Photography by Russell Ball.*

### Exercise I. For Strengthening Diaphragm and Opening Throat Cavities. (See illustration)

Sit easily erect with lower spine resting against back support. Grasp shoulders with both hands and tilt head backward till face is upturned to ceiling. Inhale strongly, filling abdomen, chest walls and lungs to capacity. Now, begin gymnastic by using the letter B, in different tones and voice colors. When properly executed, this vocal

gymnastic causes the abdomen to expand and contract with each utterance of the letter—the trunk of body to oscillate and the throat to open. Use the letter H, in same manner. When executing this gymnastic, say mentally, "I am attuning my voice and making it an instrument of beauty. I am drinking in life, truth and spiritual power."

### Exercise II. For Developing Throat and Chest. (See illustration)

Sit erect. Make a funnel of right hand and place over mouth. Inhale deeply thru nostrils, and use the word Ho! Ho! Ho! first explosively, then rhythmically. Repeat many times, using abdominal, chest, throat, head and nasal tones. This exercise strengthens the muscles of the dia-

phragm, chest, throat, nose and chin. It removes strain from the larynx and bronchial tubes. It helps to reduce inflammation and congestion of the throat and nasal passages. When practising, say mentally, "I am cleansing, strengthening and attuning the channels of my vocal instrument."

### Exercise III. Nostril Gymnastic for Opening Cavities

Stand erect. Expel air from system thru mouth. Place right thumb over right nostril and inhale with left. Reverse. Next place right thumb over right nostril and forefinger over left, compressing them firmly. Close mouth tight and try to inhale. This action forces the muscles of upper chest, throat and nose to work strenuously for air, opens unused

### of Nose and Upper Part of Lungs. (Not illustrated)

cells and strengthens the muscles of the vocal organs. This is a gymnastic that can be recommended for voice building. When performing this exercise, say mentally, "I am forcing all poisons and undesirable conditions from my system. I am inbreathing love, truth, and joy. I am developing my voice that it may send forth harmonious melodies."

### Exercise IV. The Packing Breath, for Attuning Chest, Throat and Nasal Passages. (See illustration)

Stand normal, palms over spine, fingers pointing forward, thumbs pressing spine firmly. Close mouth and take the air thru nostrils in little whiffs, as tho smelling sweet flowers, until system is filled with fresh air; in unison with this action bring head upward and backward, till face is turned to ceiling. Begin humming O-o-o-o-o-o, with a

moaning sound, increasing the volume till breath is expelled from the system. This gymnastic develops the lungs, throat and vocal organs and helps to modulate the voice. This form of execution will be found tranquilizing and helpful in quieting the nerves and giving confidence to the vocalist.

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respiration. The more vivid the visualization of the mind picture, the more active the emotions and the less forceful the respiration.

Deep, incited breathing indicates repressed excitement, abnormal states of mind, uncontrolled emotions and passions not appeased.

Compare the breathing of the imaginative worker when deeply absorbed and that of the stock-broker in the pit, during an active hour. The breathing of the first is silent; the lungs, abdomen and chest walls do not appear to move; all respiratory action is repressed, subservient. The breathing of the latter is wheezy, intermittent, inordinately excited with the stress of overwhelming desire. When prolonged too far, either of these modes of breathing proves exceedingly harmful—sometimes resulting in a total collapse of the individual.

Slow, deep, even breaths bespeak power, poise, repose, abundant health and sterling character. Spasmodic, jerky, intermittent breaths denote ill health, irritability, excitability and a badly balanced personality.

Always the voice, that unerring instrument of expression, reflects the mental states imaged forth by the breath. Without well-developed and perfectly attuned respiratory organs, which insure a wealth of air in the system, there is absolutely no hope that even the most finely formed throat or promising voice may reach the scale of perfection.

No musical instrument ever devised can compare with the intricate

mechan-

ism of the human throat. The more complex the vocal organism, the more highly sensitized and attuned it may become. This marvelous organ, however, is powerless to articulate, to place tone, pitch, color or modulation, until moved by the mystic force of breath!

The lungs and the diaphragm are to the voice what the reeds and delicate wires of a musical instrument are to the tone of the organ. The more finely constructed the machinery, the more resonant the tones of the instrument. But it matters not how highly attuned the machinery of the instrument of expression may be, if the motor power is clogged or out of order, the organ fails to register accurately. So with the human voice, when the respiration apparatus is impotent or clogged, the voice fails to send forth harmonious tones. A colossal responsibility rests with the respiratory organs and it is imperative that they be given attention. The atmosphere abounds in properties which make for success, beauty and longevity, but it is thru the potency of breath only that this invisible essence can be indrawn and circulated thruout the organism.

Air food, rightly assimilated, means health to the lymph and the arterial blood, upon which the tissues and cells of the brain and body feed. The greater the amount of oxygen within the system, the more pronounced the vitality of the individual and the more powerful, flexible and resonant the voice.

The human body is forever passing thru different stages of change and opposites; therefore, it is always in one of three stages, namely: generation, regeneration or degeneration. When the respiratory organism functions normally, the system is oxidated—then generation and regeneration are the predominating factors—otherwise, degeneration begins. When the latter occurs, the cells of the body and brain decay and die for lack of air sustenance and the first member of the being to respond to this condition, is the voice.

The success of every vocalist and public speaker is dependent upon the carrying power of the voice—and the carrying power of the voice is dependent upon the amount of air stored in the lungs and diaphragm. The

(Continued on page 80)



Exercise II



Exercise IV





Posed by Edwin Mills

Mesrobian, N. Y.

Say, who art thou? A cupid strayed  
From Venus' train in baby guise?  
A cherub out of Paradise  
Who would his angel-nurse evade?

*Sunbeam*—H. B. BAILDON.



# The Beauty of Tomorrow

Will it be the beautiful little girl of today or will it be the plain little thing whom nobody looks at, that will turn out to be the beauty of tomorrow?

By Laura Kent Mason

"SHE isn't very good-looking now, but she was a beauty when she was a child."

That's one of the sentences you hear almost universally. It fits in with its partner.

"She's a good-looking woman, now, but my, as a child she was the homeliest little thing."

The funny part of it is that both sentences are quite frequently true. The beautiful little girl may develop into a colorless, almost homely woman and the plain little thing whom nobody looks at may turn out to be the beauty sensation of her own particular set when she has grown up. You can't

promise anything from the way a child looks at the age of, say, ten. Of course, the perfect person would be one who started in as a beauty and kept that way thru girlhood and maturity. So few of us are perfect. Nearly as difficult as that, is turning a particularly ugly duckling into a perfectly stunning young woman. I can't promise that it can be done. I can promise that the ugly

duckling can be made, well, a trifle less plain and that a girl who isn't attractive at all can be made far more attractive if she's not been allowed to grow up without attention.

One of the worst things in the world is to let a child know that she is homely. The homely child is usually nervous and frequently unhappy. She is often morbid, and grown-ups so seldom realize that the nervousness and unhappiness are caused not just by the homeliness but by the knowledge that the ugly girl "isn't like other girls." If your child—or the child whom you are interested in, is a beauty, try to keep her that way. If she isn't a beauty, try to make her one, but never, never tell her that she is ugly or awkward or even "just plain."

Beauty has so many reasons for existing. Not only is it lovely for the possessor but it brings happiness to everyone who is privileged to observe it. You are actually doing a wrong thing if you do not do all you can to make beautiful anyone whom you have an opportunity to influence toward beauty.

Do not misunderstand me. I don't mean that you should take the small girl and, with paint and powder decorate her into a weird little being. That is just what I don't mean, in fact. What I do mean is that, if you can influence a girl toward growth which will result in mature beauty it is your duty to do so.

I know a famous dentist who makes a specialty of just one thing—the straightening of children's teeth. He takes a child whose mouth is practically deformed and straightens the child's teeth so that the child has a real chance of growing up with at least a semblance

of good looks. I know a comedian who carries with him, off stage, a set of teeth which fit over his own teeth as a sort of shell and transform him from an exceedingly handsome young man into one of the homeliest fellows I have ever seen. Do these two things mean anything to you? I hope that they do. For there is no one feature more important to the appearance than are teeth.

From the moment teeth

appear they should be carefully taken care of. First teeth are far more important than most adults realize. First teeth, if cleaned and filled, last several years longer than if they are neglected and, in this way, help the second teeth when they do come.

As soon as the second teeth appear, they should be guarded carefully. If there is the least irregularity about them, consult a dentist at once. Often, X-ray photographs show unerupted teeth, the removal of which would save many hours of future pain and disfigurement. If the second teeth are straight and sound, keep them that way by regular cleaning and by consulting with a dentist at least once every six months. If the teeth are irregular, see a specialist who makes it his business to straighten the teeth of children. Have him put bands on the crooked teeth. This may seem troublesome but it will save much later unhappiness. Many a woman would be a beauty today, if her mouth were not deformed by horrid, "stick out" teeth. The

(Continued on page 64)



Portrait by Madame Mantovana

Children of the Duke and Duchess of Fortania





Edward Thayer Monroe

## Feather Fan

*By*

Norine Wintrowe

**D**OLORES has a fan of jet,  
And eyes to match, but I  
forget

The two of them within an hour;  
Claire has a fan just like a  
flower.

Each part with silky luster glows  
As do the petals of a rose,  
And the blue mystery of her  
eyes

Over it hovers, like June skies.  
But oh, when Thea to her face  
Lifts her great feather fan, what  
grace

Of words can tell the things I  
see—

The warmth that ripples over  
me?

Each feathery tendril stirs and  
sways

In airy, tantalizing ways,  
And Thea's brown eyes glow  
between

Like sunlit pools, half hid in  
green

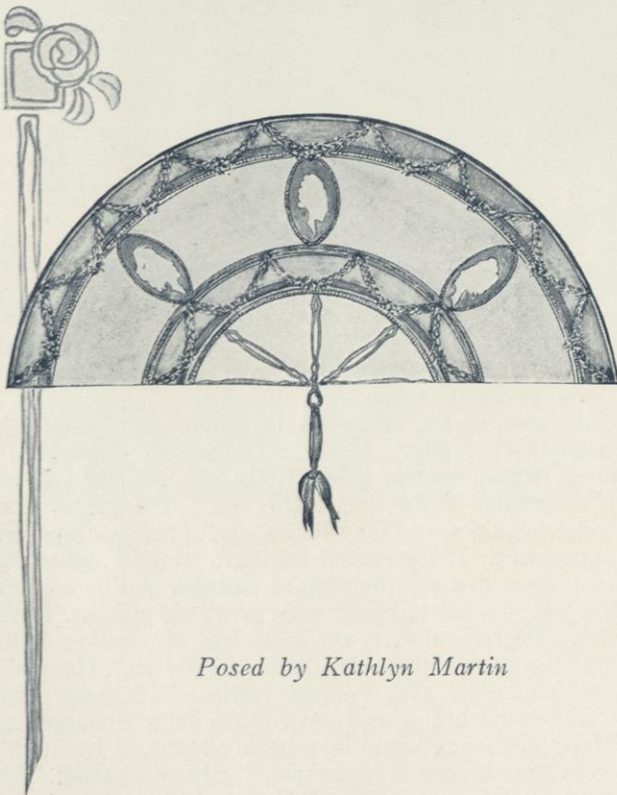
Of forest leaves, whose shadows  
deep

First wake—then lull the pool  
to sleep.

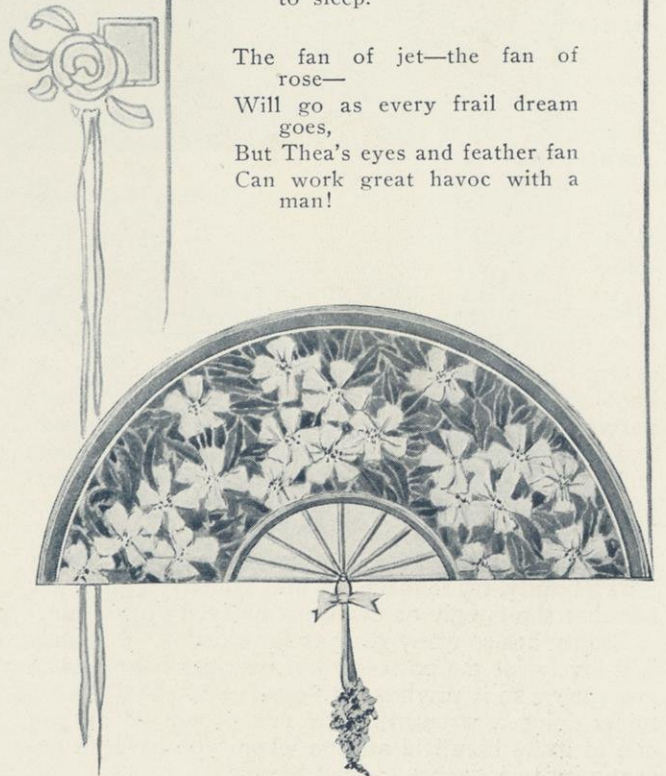
The fan of jet—the fan of  
rose—

Will go as every frail dream  
goes,

But Thea's eyes and feather fan  
Can work great havoc with a  
man!



*Posed by Kathlyn Martin*





# Professor Vitamine—Beauty Specialist

Introducing treatments less costly than a "facial," less painful than a permanent wave, and much more productive of lasting results

By Ethel G. E. Paxson

THE time-honored remark that "ignorance is bliss" is another one of those deceitful and wholly spurious antiques handed down to us by a generation of relic-loving ancestors. But like all antiques, it is not valuable just because it happens to have survived the period which produced it; nor because it even *used to be* valuable. What determines the worth of any "article" today, whether it be an animated "article" on two legs, or an inanimate "article" on four, is not past usefulness, but present. Into the discard with it if it is not practical and valuable to us today or tomorrow, not yesterday!

Ignorance is never bliss save to the mentally deficient. And nowhere is it more completely the opposite than when applied to whatever affects our health. A man who refuses to investigate his physical condition, is an even greater fool than the man who declines to check up his bank balance for fear he will find it overdrawn. They are both bankrupts, and who shall say that physical ruin is not even more to be dreaded than financial? One can always retrieve the latter, but not always the former.

There are many things of which even the wisest of us are grossly ignorant. Life is too short for us to ever become really wise about anything. The best we can do is to try to keep "up to the times" in what concerns us most, and to scoff at those who tell us that "what we don't know won't hurt us!" Things have been hurting us for generations, things we did not know existed. People died of appendicitis long before it was given that name. Ignorance of the cause and cure of innumerable diseases has never reduced the death rate. It is only thru investigation, thru proper treatment based on scientific experiment and practical experience, thru an honest recognition of and fight against disease that people can be saved from unnecessary and premature death. And we all know that "an ounce of prevention is worth a pound of cure." Find out where you are "wrong" and then go ahead to get "right" as speedily as possible.

Until about thirteen years ago we did not know that "vitamines" existed. But we had been eating them ever since we came into this world! Even today, when mankind in general is paying more and more attention to dietetics, there are many who have scarcely a bowing acquaintance with Professor Vitamine, altho not one of us but has benefited by his products. Some of us know him by name, but have not the slightest idea where to find him. Some of us have been given incorrect addresses, and for this reason are seeking him in vain. It is a lucky chance that provides us with enough of his merchandise to keep us alive, willy-nilly.

But why not cultivate his acquaintance and profit by his marvelous powers? His office is open to all and his fees are so low that even the poorest of us can pay the price.

We know, and are willing to admit, that physical beauty which is to survive for any length of time, is dependent largely on physical health. Artificial aids are merely temporary, and of slight value if not ac-

companied by an improved condition of general health. And it is a pretty universally accepted truth that good health depends considerably on diet. More and more as time goes on are we convinced of how vital an element in our physical well-being is diet. I will not go so far as to say that it is "the" answer to all ills, for every extremist is always doing that; but I will say that it is one almost perfect answer to most ills. And my statement will be supported by specialists all over the world. So, as health and beauty appear to be almost synonymous, we must seek for both in the food we consume from day to day.

It has been proved repeatedly by experiments that life cannot be sustained in animals or in humans if the accessory food factors, or vitamins, are wholly lacking. Vitality lessens immediately upon a reduction in the supply of vitamins, and death ensues unless the proper amount is restored. As their chemical nature is unknown, they have been classified as "fat soluble A," "water soluble B," and "water soluble C," sometimes spoken of as "A, B, and C factors." All three factors are really essential for perfect growth and maintenance. Various disorders of the body are corrected by correcting the deficiency in some one of these "factors." By eating the foods which provide us with the proper amount of each kind of vitamins, we shall be taking preventive measures against failing health and vitality.

It has been established beyond all doubt that the higher animals are dependent on plant sources for their vitamins. But not so much their *organ*, as their *obtainable source*, is of interest to us. Where can we find what we need? What foods should we eat to obtain those vital "factors" of which we are just beginning to learn?

Fat soluble vitamins are found in raw whole milk and cream, cheese made from raw whole milk and cream, butter, yolk of egg, raw cabbage, lettuce, wholemeal bread, raw carrots. Water soluble vitamins are found in nuts, raw cabbage, orange juice, lemon juice, string beans, raspberries, egg yolk, lettuce and celery.

Butter substitutes, olive oil, lard, tea, coffee, cocoa and chocolate, polished rice, egg substitutes, white wheat flour, tinned meats, contain no accessory factors. Also white fish is lacking in these essential factors, and a diet composed largely of fish is therefore bad.

Those who insist on fried foods (in spite of all warnings to the contrary) will see that neither lard nor olive oil is of any value in cooking, so far as vitamins are concerned. And tea and coffee have not even a vitamin excuse for being on anyone's dietary! Cocoa and chocolate, while lacking in vitamins, do nevertheless offer other food values which are necessary to the body, and they are not containers of definitely harmful drugs, as are both tea and coffee.

The white of egg contains no vitamin, but the yolk is very rich in both fat and water soluble factors. The green leaves and stems of vegetables are another important source of vitamin supply. Of the fruits,

(Continued on page 58)





ACHMED ABDULLAH

A weaver of tales of love and mystery

## The Beauty of Story-Book Heroines

As five of our most modern and popular novelists conceive it

By

Ruth Waterbury



FLOYD DELL

A poet, who happens to write novels

"AS beautiful as a story-book princess." You may remember that a few months ago in this magazine five women writers described this beauty. They didn't agree at all. They stated, finally, that beauty was an individual thing which each woman evolved for herself.

Therefore I sought out five literary gentlemen to learn their concepts of beauty. For all women know that what one woman says about another's beauty doesn't matter. But if a man lauds a certain type—well, it must have been a man, originally, who praised henna!

Psychologists contend that women read novels only to substitute themselves for the heroines. These lovely ladies are, we feel sure, all that we might have been had we but chosen. Thus naturally, among other things, most heroines are very beautiful.

The male writer of today expresses thru his heroine the universal desire of man and woman. For no woman is beautiful for herself or for her sex.

The first author to whom I talked was an Oriental, a weaver of tales of love and mystery. He knew all of external beauty, of hennaed fingers and mascaraed eyes and hair that had formed an alliance with art.

The second writes lyrical prose concerning beauty in all things, but his heroines follow one pattern.

The third was a professional humorist and persisted in remaining that way.

The fourth, hitherto anonymous, hid the bitter realism of his great novel under a calculated flippancy.

The fifth was a poet. He happens to write novels but that has little to do with it. He passed over outer beauty with a sentence. He was like the Masters of the Dutch school, who never saw beauty in a pretty face, but beheld it in features faintly lined and underscored by emotion.

Specifically they were Achmed Abdullah, Joseph Hergesheimer, Montague Glass, Homer Croy and Floyd Dell.

"Ah, there are more types of beauty than can be enumerated," said Abdullah. "There is the girl whose

hair is the color of wheat at harvest time. Her eyes are blue, her features are small and evenly matched, and she is tiny and radiates femininity. Then there is the girl with russet red hair which swirls around her head like a halo. I like her to have wide-open grey eyes, a broad flexible mouth and skin that is ruddy. She should move like an athlete. Then take a little dark creature, dark skinned, black haired, with flat cheek bones and an uneven mouth, which she should make up very red, like a splotch, so that it will contrast to the monotone colors of the rest. You see her among the Southern Russians who have a mixture of Mongol blood.

"Then once I felt I had seen the most beautiful woman in the world. She was a Manchu, very tall, slim, with long hands and tiny feet. Her eyes and hair were glossy black. Her features were perfect. But shortly after that I saw the Shareefian girls in Arabia and I thought them the loveliest creatures on earth. Most descendants of the Prophet Mohammed are dark, deep-lidded of eye, and heavy. But these girls have red-gold hair, gold-flecked eyes and slim hands and feet. And one of the last I've raved about is a chorus girl with naturally red hair, with eyes of green and very pronounced features. Half her charm is the flair she has for wearing smart gowns.

"I really think that the woman who contributes to the beauty of the world by merely existing serves a valuable purpose. It is the impression of beauty more than the actual features that delight me. I like make-up. Henna-stained hands and feet I think delightful. But skin that shines or eyebrows that are too faint, those are crimes! It is the exotic, the slightly different type that appeals to me. These are the girls in my books and the girls I like to meet in life."

Joseph Hergesheimer agreed with Abdullah. He was very occupied with a dish of prunes. It was his breakfast hour. But for each dried plum he gave forth an epigram.

"Women divide into two classes," he said, "mothers and butterflies. The cold, poised woman in all my



books—I don't like her—I think she is not necessary to existence, but I draw her because I think she is true of today. I like women to be decorative. I think these women who use purple and ochre powder on their faces are charming. Unfaithfulness in a woman wouldn't anger me half so much as her wearing wrinkled stockings. And hats! Any woman ought to know enough to wear exquisite hats. She ought to do this, if it means she has to go without lunch to buy them. For if she has a becoming hat, she won't go without lunch very long."

This, I felt, was altogether too sophisticated. I fled to Montague Glass, creator of "Potash and Perlmutter," and his safety valve of humor.

"A married man with six sisters and a host of other female relations ought to admit only with a high degree of reserve that he prefers one type of feminine beauty to another," he replied to my inquiry. "I once read a play to Madge Kennedy, and I thought she was extremely beautiful, but after she proved that she possessed good sense as well as beauty by refusing to appear in it, I switched to Madame Cottrelly, who did play in it, failure tho it was.

"Prior to the Kennedy ideal, however, I had cherished and still cherish many, many others, from Nina Farrington and Fay Templeton in 1890 down to and including the latest 1923 sports model, third from the end in the front row of the most recent revue. By

this you will perceive that I lack discrimination in the matter of feminine beauty. I am perfectly willing to concede that any lady is beautiful who by dress, deportment or cosmetics, makes any claim to beauty, either expressed or implied, and I console myself with the lines:

"Be good, sweet child,  
Let those who will, be  
worried."

Here then were three authors who strayed far from the realistic in their writings emphasizing that the most beautiful in woman was the artificial. Would a realist have more idealism?

Homer Croy has written "West of the Water Tower," a grimly realistic book. He chose, for a reason which he does not divulge, to publish it anonymously. And he is nearly as anonymous in his opinions! They might well belong to anyone! The power that is in his novel he refuses you in his speech.

"In my novel I describe my heroine thus," he said, "Bee Chew is the prettiest girl in town."

"In the whole book that is the only description. I do not tell whether she has brown hair or black, whether she is tall or fat. If I did I would hamper the reader. I simply say she is pretty and let the reader give her the kind of hair he prefers. The reason is that each person has his own particular style of beauty and I don't want to force mine on someone else. It is much more satisfactory to let the reader cherish his own ideal—then we are both satisfied.

"My ideal of beauty changes from year to year. At one time I was all for blonde beauty. Later I wrote poems about raven tresses. Now that I am older there is something else that must be beauty's handmaiden. If she has this intangible something, it doesn't matter whether she is a blonde or a brunette; it shines thru, overtops all. It is personality. These are the two requisites that must march together—bodily perfection and personality. If a girl has them both she can set the world on fire."

A little discouraging, all this. The insistence on artificiality, perhaps that helped. With a little training a woman might simulate beauty. But the beauty of personality, of thoughts and ideals had been neglected by these men. Floyd Dell alone, told me of those.

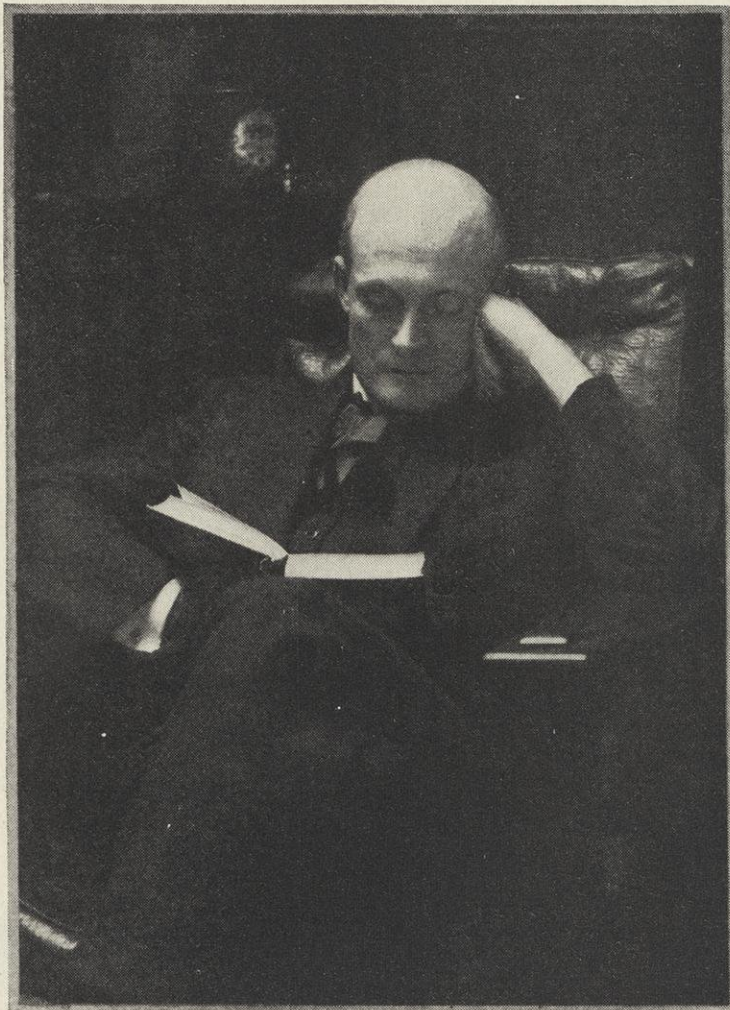
Mr. Dell is a conversationalist such as you have read of and never met. He talks clearly, accurately and

with interest on any subject under the sun. His new book "Janet March" he tells me is his attempt to portray the modern girl without any of the usual literary conventions and posturings. After talking to him one feels that if any man could write this book, he is the one.

"A woman's beauty," he explained, "is a matter of character and temperament. Any cast of features, any kind of combination of nose and mouth and eyes and hair, is beautiful or otherwise, according as it is lighted up or not, by the flame of some beautiful life-emotion.

"I love best two different kinds of beauty which I find in age and in youth: in age when a countenance tells us that its possessor has passed, not unscathed, but unconquered, thru the storms of life—and sometimes there is an old face which is like

(Continued on  
page 79)



HOMER CROY.

Who hid the bitter realism of his great novel, "West of the Water Tower," under a calculated flippancy





MISS LIDA HAFFORD

Bachrach

LONG, long ago—in eighteen hundred and twenty-three to be exact—there was a homesick American in London. There's nothing in that to make a story of. The Americans who have been homesick in London would probably aggregate one of those numbers which statisticians are always trying to make us comprehend by saying something like "If Adam had begun counting on the day he was expelled from Eden and counted steadily up to the present minute," and so on.

But the point is, this particular American sat down and poured all his homesickness into a song, visualizing as he wrote a little house in Easthampton, Long Island. A very old little house it was, even then, for it had been built in 1663. A very humble little house. But it was a home. Memories of childhood, of boyish hopes and fears and dreams, of mother love and father guidance hung around it. So the song was full of memories, of tenderness, of wistful, haunting dreams. And when a few nights later it was sung in Covent Garden, the crowd of pleasure-seeking Americans who heard it laughed and cried and gripped

# Home Sweet Home Up to Date

The modern home has place and time for beauty

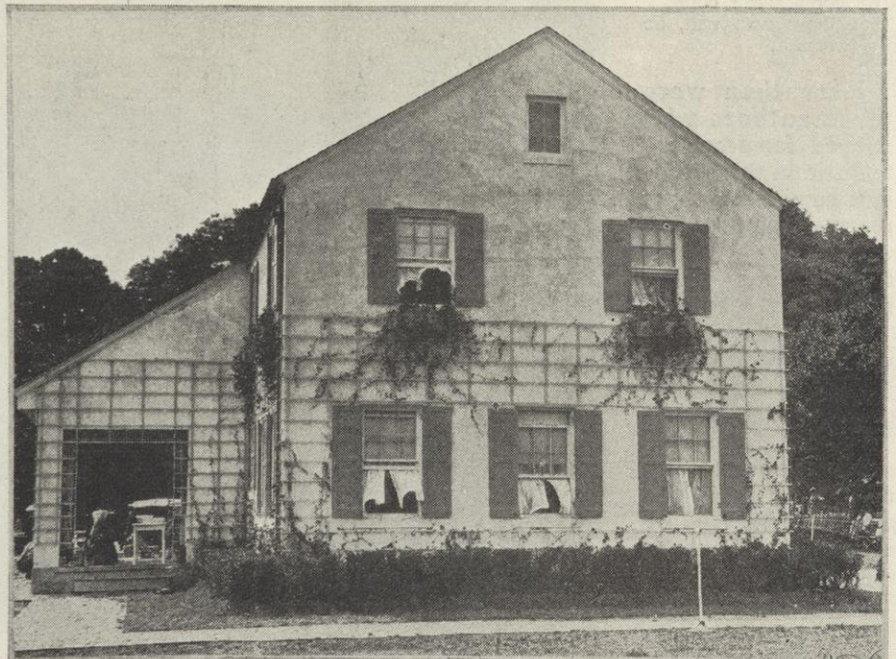
By Montanye Perry

one another's hands, and even their English cousins were caught wiping away a tear or two and muttering the 1823 equivalent for cheereo, old top.

John Howard Payne was the homesick American. "Home Sweet Home" was the name he gave to the song which has been translated into many tongues and sung in every corner of the world. Always, the song has been dear to the American people and now the little house which inspired it has, most fittingly, been made the center of a movement which will enshrine it in all our hearts. The "Better Homes in America" committee when they wished to give a demonstration of what a model home might be, chose for their building a cleverly modernized plan of the old Payne cottage at Easthampton. It was an inspired thought, that mingling of sentiment and practicality.

Two years ago, in a public speech, the late President Harding stressed the need for better homes in our country, for fewer apartments and tenements, more single homes owned by heads of families. Born of this address was the Better Homes in America Movement, originated by Mrs. William Brown Meloney of New York and sponsored by the General Federation of Women's Clubs. As one feature of the general plan it was urged that as many communities as possible furnish a model home and throw it open to public inspection as an example of what might be done in the way of comfortable living on a modest income.

Nine hundred and sixty-one cities last year responded  
(Continued on page 56)



Underwood & Underwood

The charming Home Sweet Home house in Washington





MARY PICKFORD IN "ROSITA"

"One in whom  
The springtime of her childish years  
Hath never lost its sweet perfume"

*My Love*—J. R. LOWELL.



# Imaginary Conversations

An interview intime with Lola Montez

By Dorothy Donnell Calhoun and Gladys Hall

"IT'S what you dont know about people that is interesting, not what you do know about them," we remarked, wondering whether that meant as much as it sounded as tho it meant.

"Or rather what you dont know but *do* suspect," the Editor of BEAUTY supplemented, making corrections on proof with liquid rouge which makes a very good substitute for red ink, and fastening the sheets together with a wrinkle plaster in lieu of a clip. "Well, *what* do you suspect about *whom*?"

"We were referring to Lola Montez, specifically," we replied, with a certain dignity, "that woman certainly used modern methods to become a famous beauty."

"Do you mean massage?" asked the Editor, erasing a word with a sample of blemish eradicator.

"We mean publicity," we said firmly, "more important to beauty than vanishing creams, more potent than powders and rouge, more priceless than the 'prominent' wave is publicity. Think of what the press agents do unto others for the modern movie queen. Lola Montez was her own press agent. She knew how to add a dash of fiction to a little dish of fact. She knew how to attract the eyes of the crowds to her. Her beauty was actually no greater than that of the same crowds who watched to see her celebrated carriage pass, but she made her name a synonym for beauty the world over—She—"

"I never heard of her," the Editor said coldly, oiling her typewriter with a sample bottle of Hair Health, "that is, until today—but interview the lady with the name that sounds like a cheap cigaret, by all means."

As we set forth to find the woman who has been called "the Splendid Sinner," we recollected that she had a habit of inventing romantic stories about her parentage, that she became a dancer without knowing how to dance, that she meddled in politics and started several revolutions, lost a king's throne for him, and

finally—when she was old and no longer the fiery mad-cap who had maddened lovers by the score, she repented of her splendid sinning and published a book called "The Story of a Penitent."

She had learned the secret of eating her cake and having it afterward.

"I came of a noble Spanish family," began the Passionate Publicist, almost before we were ushered into the purple presence. "If I should tell you who my father was—but no! Crowns would crumble if it were known. I was born in the top-most turret of a castle in Granada—Lola is short for Dolores you know."

"We have read somewhere," we murmured, "that your name was baptismally Eliza and that your parents were respectably married Irish folk."

"Slander!" cried the Montez, indignantly. "Libel! Especially the last part. 'Respectable parents' indeed! I,

who have been called a 'love spark blown by the wind.' Let me see—where was I? Oh, as I was saying, I was the daughter of Lord Byron and a pretty Arabian dancer. I was born on the breast of the desert. Naturally, with such an inheritance, I had a fiery nature and a desire to drink life to the desirous dregs. I—"

"What," we asked, stemming the tide of ribald reminiscence as best we could, "what is Beauty?"

The lady whose avowed ambition had been to "hook a prince" reflected. "There is no standard of beauty," she opined. "To the African a pair of thick lips and a tattooed bosom are beauty. To the Celestial a yellow skin and a deformed foot. The test of beauty in a woman, in any woman, born anywhere, is the power to inflame love. This means that she must be ardent. She must be fiery and animated. As one of my admirers so aptly said, 'Love is a pipe filled at eighteen and smoked till forty, dear fellow!'"

"They say," we proffered, "that to these qualities you have so autobiographically enumerated you added



LOLA MONTEZ



pluck and determination. Indeed, they go so far as to suggest that it must have taken what is known in our day as 'brass' to call yourself a dancer."

"Courage—that I inherited from my father," Lola admitted, "he was the most famous toreador in Spain. Indeed I was born within the bull-ring."

"Which probably explains," we ventured, "how you can throw the bull yourself."

"At one time I horsewhipped a man who spoke ill of me," went on the Splendid Sinner complacently, "at another time I offered to fight a duel in place of the man I loved—at the time. Indeed it would have been better for me if I had not had so much courage, which is not a womanly quality. I spoiled many a chance by meddling in men's matters—such as politics."

"Nowdays," we said, "politics is considered a woman's matter. We have lady senators, feminine jurors and Congresswomen."

"Pooh!" said Lola, shrugging her jazzy shoulders, "that is a pity. Alas for the women who pushes her powers beyond the ordinary routine of female life. Women must be content with the narrow sphere or take the consequences of leaving it. When I think of how far I travelled from the innocent days of my childhood on the Russian steppes." She shed a tear of ambergris and musk.

"Ah, well, you had an interesting life," we consoled her, "there was nothing dull about it. When the audiences hissed your dancing, you made faces at them and flung your garter into the pit. When bookings were slow, you got yourself expelled from Poland and became a public heroine. And when King Ludwig presented you to his Court as his best friend, you did not settle down into the luxurious idleness of a favorite but became the people's spokeswoman at Court."

"I sickened that I had not been born a man," declared the Montez vivaciously, "but people are so ungrateful—would you believe it? After I had ruined my chances for their sakes they drove me out of Bavaria. They would not go so far as to buy my Memoirs at a pound sixpence even when bound in the best Russian leather and when I went on the lecture stage, the Chatauqua circuit would not book me because of my reputation for being too generous with my own emotions. Even the spirit of giving was gain-said me. I have been more sinned against than sinning."

"What beauty hints can you give the readers of BEAUTY?" we asked.

"Tell them for me," said Lola Montez, "that for a woman there is no second May. Let her keep her

beauty for as long as she may be able, for when it goes she cannot coax it back. Roses bloom once only. Youth is a new moon, slender and hung in stars. It waxes all too soon before it wanes.

"Tell woman for me not to love too tenderly themselves. There is nothing so aging as love. Each new affair to which I gave my heart threatened me with a new wrinkle. Coldness is the Great Preservative. A heart in cold storage bespeaketh a perfect complexion.

"And rather than to make a runaway marriage as I did, tell women to hang themselves one hour before they start."

"But the outer aids to beauty," we persisted, "massage, cosmetics—did you use none of these? Are embalmed emotions all you can suggest?"

"Oh, as to that, bathing in milk is good," the Montez said carelessly, "and a face mask of raw beefsteak every night will keep the skin radiant and the bills up."

"With milk at seventeen cents a quart," we murmured, "and steak at—yes, yes, we see what you mean about the bills. I'm afraid our readers—"

"It is largely a matter of birth, however," Lovely Lola said, "if blood like fire of rubies runs in one's blue veins, one can scarce help glowing like a jewel with fires strange and beautiful. My father, a lean bronze Bedouin, found on the desert a woman as white as milk. They loved. And lost. But I was their—"

"Marie Dolores Eliza Rosanna!" We cried, "We're not awfully good at birth certificates and we have to punch the clock in half an hour, but—the Eliza you might attach to the Lord Byron parentage, the Dolores—or the more intimate Lola—to the Spanish toreador party, but how in the name of consistency did you pick up Marie on the Russian steppes and Rosanna from the son of an Arab?"

"Dont ask me foolish conundrums," said Lola airily, "I'm not a mystic nor a novelist. Now if you want to know how I romped into the Baronne de Rosenthals' shoes and fell heiress to the Comtesse de Landsfeld's coronet—"

"Public record," we answered, "besides we've already intrigued you into acknowledging that old Ludwig fell for your instep."

"I'm not denying that," declared the passionate one, "but as I told you before, I'm the daughter of an American heiress and a royal English fortune-hunter!"

We raised our long-stemmed glasses to Lola's flare for intrigue. "The birth rate increases steadily," we toasted, "and it's a wise woman who claimeth so many fathers—"







FLORENCE NASH

Victor Georg

# Thinking Beauty

Beauty of thought will have its reward said Florence Nash

To Mary Alice Morgan

who plays opposite Glenn Hunter in "Merton of The Movies." When you think of Glenn Hunter's perfect Merton, with its humanness and laughter and tears, it seems, just at first, that no one could play opposite to him and be quite good enough for his boyishness and loveliness. Few actresses could. I don't know of one who could combine tenderness and sympathy and fun and beauty the way Florence Nash succeeds in doing. Her Montague is quite as lovely a thing as Hunter's Merton. Beauty—she has all that any girl needs.

I went to see Florence Nash at the theater. She was dressing for her part in "Merton of the Movies." There are few harder places to look lovely than a theater dressing-room, with its purposely glaring lights. Yet, even as she applied make-up, Florence Nash looked charming. She has the sort of beauty you can't hide with rouge—or without it. First of all, she isn't the sort of girl you'd turn around on the street to stare at. Goodness, no! She's a million times nicer than that. She's the sort of girl a fond mother hopes her favorite son will marry, the sort of girl you'd choose for a kid sister, if you could have a sister made to order especially for you. She's the sort of girl you think your first sweetheart was, tho she probably

wasn't nearly so sweet, the sort of girl a man wishes he had married—if his own marriage turns out a failure. In other words, Florence Nash isn't a vamp nor a flapper nor a lily nor a plaza puff. She's just an awfully nice girl, the kind of girl a man is awfully proud to introduce to his family and his friends. I don't believe she has any sort of a "line." She doesn't need one. Her charm and poise and sincerity and beauty are far more valuable.

Florence Nash is slim and straight. Her face is oval and she has a nice nose and whimsical mouth. Her eyes are calm and far apart and her hair is bobbed and waved and brown. She dresses in well-chosen, simple gowns that suit her personality and, on the street, contrary to the general idea that all actresses are covered with layers of rouge and powder, Miss Nash doesn't make up at all. Her skin is smooth and her coloring is lovely. She really doesn't need make-up. But think of the thousands of girls who don't need make-up but who apply it, anyhow.

"Tell me," I asked her, "the way to beauty. I want to tell girls all over the country your favorite recipe."

"My idea for beauty," said Miss Nash, very seriously, "hasn't anything to do with rouge-pots and cream-jars. Cold-cream is good, of course, and necessary. Real beauty doesn't come in jars, at all."

"Exercise?" I asked, "Food; things like that?"

(Continued on page 70)

THERE is something about a lovely face across the footlights that makes you say, when you go to the theater, "Actresses know things about beauty that the rest of us never learn. There must be some beauty secrets on the stage that those of us who are not on the stage never hear about."

Whenever I hear two very young people discussing beauty, one of them will always say something about the beauty of some successful actress and the other will answer, "Of course she is beautiful, but she's on the stage, you know."

So I decided that it would be a good thing to investigate this elusive beauty that seems to exist only on the stage or among stage people. Women want to know about it. Do women go on the stage because they are already beautiful? Do they become beautiful after they have adopted a stage career? Or do they learn secrets that enable them to look beautiful, whether or not they have really achieved beauty?

I talked with a young actress who has succeeded in New York during the last few years, and who has made this very beauty a part of her personality.

There were a lot of reasons why I chose Florence Nash. First of all I chose her because I had already met her socially and had been charmed by her radiance. It is more than mere beauty, it is a charm that surrounds her as an aura. It is more than charm, it is sympathy and understanding and humor—and beauty, too. Florence Nash is the delightful Montague Girl



# Fashions

*Edited by*  
Margery Wells

Coat Dresses  
Lead For  
Fall

*Photos by Style Service Syndicate*



This is a superlatively fine example of the coat-dress that is to be so popular a thing for fall. There can be any amount of handsome embroidery but the lines must be plain and simple with a slight bit of draping to break the monotony

A dress hat with a velvet crown and a lace phlange and a wreath of rosebuds added, promises to be worn this fall as a matter of making the restaurant frock or the semi-dress gown look interesting



# Top Coats for Dress and Sports Wear

*Photos by  
Style Service Syndicate*



Stripes in tweeds are the most satisfactory of all for sport coats and especially for those which are meant to cover a suit or a dress to make it look smart and at the same time be warm and cozy. Price \$25.00



The coat of pile fabric, with its rich, warm surface and its thick, interesting-looking folds, is something for which every woman longs during the long months of winter. This one, with a fur-collar, is especially good looking and is priced at \$49.50



Some of the newer coats are slightly fitted in line so that they look more or less like coat-dresses, while at the same time they have the advantage of slipping on easily over a lightweight or a heavy dress and adding that extra warmth. This one, collared with fur, costs \$39.50



A white fox fur is lovely to have as an accessory to one's wardrobe, tho some girls prefer to have theirs of grey or taupe or even brown. This skin, in any color, \$55.00



## Dresses of Wool for Fall Street Wear



Only a little edging of brocaded binding and three most decorative-looking buttons are applied to give a fashion trend to this extremely practical little frock of serge that is made in a coat-dress manner. Price \$59.50

The veil embroidered lightly is one of the newer features, and sometimes it makes a hat look much smarter than it would without that added filminess of decoration



The addition of a smart little tailored waistcoat and undersleeves of white help to give style and chic to this little serge street frock. Price \$35.00



A frock of plaided flannel has every point of style acknowledged as a part of the new season's styles. It can be worn informally for sports or for business or for streetwear under a heavy topcoat. Plaided in black on different colors, \$25.00

Of dark-blue serge with black braiding in repeated rows, this dress makes an excellent one of practical expression. It can be slipped on so easily and snapped into place at a moment's notice. Price, \$29.50







## Frocks for Dress and Semi-Dress Wear

A frock of silk in soft and lovely folds is draped after the latest ideals of the modern fashions and is trimmed with tiny rufflings of Valenciennes lace. Price \$39.50 The fox-skin which the girl is carrying over her arm, can be had in all varieties for \$65.00. Velvet and silk (right) are used together in a clever combination of draping to make one of the smartest of new afternoon frocks \$75.00



Photos by Style Service Syndicate

The embroidered chiffon frock is always nice to have as a part of one's winter wardrobe, for it fits in so splendidly for teas and dinners and is always graceful and charming-looking. In various colors, \$55.00



## Beauty's Shopping Service

Thru this service you can buy any of the smart new clothes pictured on Beauty's fashion pages and have them sent directly to you. If you choose a frock, coat or wrap, be sure to send correct measurements. Send check or money order to Beauty's Shopping Service, 175 Duffield Street, Brooklyn, N. Y., and your order will receive prompt attention



# The Appropriateness of Clothes

It is not the most extravagantly gowned woman who presents a distinctive appearance—it is the woman whose entire costume spells appropriateness

By Penelope Knapp

LIFE is a panoramic expression of eternal verities; there is, however, a mosaic-like fitness in all of nature's processes and combinations. What a pity we cannot say the same of humans—especially when it comes to the question of clothes. Clothes are external symbols of inherent qualities—for within the realm of a woman's wardrobe lie the evidences of genius or the lack of it.

Dress is a graphic expression of the character of the individual. The couturier from whom Madam Moneybags purchases her gowns and the shopkeeper from whom Mrs. Fish-Wife buys her dresses, each in his way may be the "smartest" the town affords; but if either of the two types of women fails to introduce the personal note in her costume, it will look "shoppy." Individuality and appropriateness in dress rest with the woman herself.

It is not the most beautiful woman, nor the most extravagantly gowned woman who presents a distinctive appearance—it is the woman whose entire outfit spells appropriateness. The highest compliment that can be paid a woman is to have some one whose approval she values, say to her, "What a marvelous costume you are wearing. It looks just like you."

Clothes fight half the battles of a woman's life. This may sound far-fetched, nevertheless it is true. A woman may possess all the qualifications which make for a successful business, professional or social career; she may be an excellent wife and mother, she may possess a beautiful face and figure; but if she is lacking in clothes sense, she will forever remain on the bottom rung of the ladder of fame.

It is a crying shame that more women do not understand the ethics of correct gowning. If they did, we would not be obliged to blush for the lack of common sense, aye, decency, by which we are daily confronted upon our streets.

Go either up or down conventional Fifth Avenue, or unconventional Broadway, and observe the matinée habitués, window shoppers and tea-houndettes. It will not take long to convince the most incredulous, that two-thirds of the women one meets appear to have no sense of the appropriateness of clothes.

Now and then we see a woman whose every garment reflects the refinement and artistry of her nature. From head to foot she radiates appropriateness in

clothes. Everything she wears is in keeping with every other article of clothing. She is definite, chic and altogether correct.

Again we meet the "freak" dresser. It is deplorable that, nine times out of every ten, she is well advanced in years. Not long since the writer's attention was sharply called to one of this class—it was on Broadway. She was old—undeniably old! Her bobbed white hair was topped by a hat that reminded one of an old-fashioned flower garden in full bloom. She wore a King "Tut" gown and scarlet shoes, cheeks and lips rouged to match her footwear.

Snuggled within the hollow of an arm was an exotic-looking doll, with devil-fish arms and legs—and an orchid face! Everything had been thought out carefully—lo! the woman sported a walking-stick!

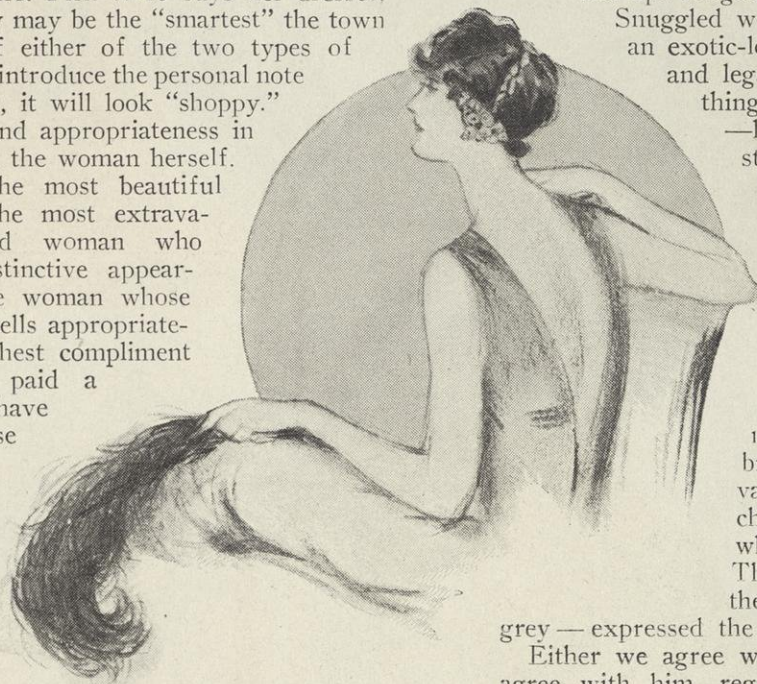
Directly behind this fearfully and wonderfully "gotten up," would-be flapper, came a woman, younger by a score of years. From the crown of her queenly white head to the tips of her aristocratic boots, she was attired in shades of grey. The only contrasting note of color was a coral brooch and earrings. From the vast orchestra of colors, one had chosen the loudest notes with which to express her mental self. The other, the most melodious, thereby, forming a symphony in grey—expressed the very acme of quiet elegance.

Either we agree with Don Marquis or we do not agree with him, regarding colored shoes. He announces, right in the *Lantern*, too, that personally he welcomes the new fashions in footwear. He says that Hermione also is "delighted with them," and that she has ordered two dozen pairs in various shades; this because her aura changes with her moods and she wishes to dress accordingly. In other words, no doubt Hermione is desirous of keeping brilliant step with her subconscious transitions.

Be all this as it may, we are inclined to espouse Aunt Prudence Hecklebury's view point in the matter. She, so the able columnist says, "feels that there is something vaguely immoral about colored shoes and that women who smoke cigarets, will be the ones who will wear them."

Permit us the privilege of being paradoxical; for again, we do agree with Don Marquis and welcome colored footwear. What could form a more striking picture than a young girl—mind, we say young, with bobbed hair, wearing a simple sport suit, her feet incased in bright-hued shoes. But when a woman past the meridian of life displays such atrocious taste as to wear red shoes on the city streets, she insults her sex!

(Continued on page 66)







Lumière

Clara Bow, of Brooklyn, won the 1921 Beauty Prize in the Fame and Fortune Contest among many thousands of contestants from all parts of the world, and is now achieving success before the camera





Festival of Youth and Joy at Geneva, Switzerland

Kadel and Herbert

# The School of Beauty

A series of lessons on Health and the Adornments of Beauty

## III. Balanced meals, bathing and sleep

By Guy Otis Brewster, M.D.

THERE is no time to waste on preliminaries, from East, West, North and South, members are pouring into the garden, and every one shows an eagerness for information on his particular phase of the subject. There are more of you this session who want to know about eating and the chemistry of food than anything else, therefore, we start with the things which do us the most good, and remember first, last and all the time, that we are not laying down the law to anyone. You can listen to the lecturer and disagree as often as you will. Some of you want to know if oranges, apples and grapefruit are good for you to eat, and we would suggest that you take them in moderation once a day if you have not an acidity of the stomach. Many people digest apples better baked than raw.

I will give you a list of three meals a day which are not fattening but balanced and consist of chemically compatible foods.

### BREAKFAST

Stewed fruit, orange or grapefruit juice.  
Toast or corn muffins.  
Oatmeal, hominy, cream of wheat, etc., cooked with dates.  
Coffee, one cup.

### LUNCHEON

Roquefort cheese.  
Toast.  
Tea or milk.  
Salmon with cream sauce on toast.  
Tea and milk.  
Custard or rice and milk.  
Toast, bread or muffins.  
Tea.  
Poached eggs on toast.  
Tea or milk.  
Stewed oysters and crackers.  
Sponge cake and tea.

Salad of beets, carrots or chicken and vegetables, or dates with cream cheese, or one lamb chop.  
Toast, bread or muffins.  
Tea.

### DINNER

Cream of carrot, onion, potato, squash soup or fruit cocktail.  
Lamb chops, roast lamb or beef, fowl or fish or steak.  
Potatoes, any form of white or sweet.  
Vegetable, any on list.  
Light salad.  
Dessert—see list, as Indian pudding with hard sauce, etc.  
Demi-tasse, bread and butter.

Now permit me to add a list of foods of the same nature and value from which you can select material for your three meals daily with variations in their arrangement to suit your taste and needs if you wish.

### WHAT TO EAT

Cereals, cream soups, fish, oysters, lamb or mutton, beef, bacon or ham, fowl.  
Carrots, beets, turnips, parsnips, squash, pumpkin, cauliflower, cabbage, onions, potatoes, (sweet or white).  
Eggs (not too many).  
Bread—corn, rye, whole wheat preferably.  
Butter and fats only at evening meal.  
Stewed apples, peaches, pears, plums, cherries, apricots, prunes.  
Rice, tapioca, junket, custard, puddings, dates, raisins.  
Home-made plain cakes and pies of above fruits, custard or lemon.  
Orange or grapefruit juice.  
Salad dressing made of genuine olive oil (Squibbs) and lemon juice.  
Cream cheese, pot cheese, Roquefort or Swiss.  
Buttermilk, Fermilak, etc.  
Sweet milk.  
Plenty of warm or hot water to drink

## The School of Beauty

Do you want to know the magic combination which unlocks the vault that holds the secret formula of beauty?

Enroll in the School of Beauty. It is free to all, we ask only your co-operation and your careful attention.

Write us your particular problem—what interests you most in the suggested Health Course. Have you other suggestions?

Send in your questions at any time and they will be answered in conjunction with the next article and lecture, so that you will have plenty of time for thought and practice between courses.

We open the door to the wide spaces and city dwellers alike. All are welcome to the post-graduate course of health and adornment in the School of Beauty's Garden. Write us *now*.



I must beg your tolerance now, for I wish to give you a list which may cause you to roar with disapproval at first; and to those of you who follow the whole course with satisfactory results in health and improvement in good looks it may become a list of joy forever.

## WHAT NOT TO EAT

Stock soups.

Lobster, shrimps, crabs, fish roe.

Veal, barbecue, brains, liver, kidney, fresh pork, etc.

Cucumbers, radish, green string beans, green peas, green corn, asparagus, tomatoes, artichokes, spinach, celery, bran bread or muffins

Strawberries, raspberries, thimbleberries, gooseberries, red or black currants, pineapple, rhubarb.

American or heavy cheese.

Condiments as pepper, salt, mustard, catsup, chili sauce.

Highly flavored food.

Artificial butter, olive oil or lard.

Nuts—peanut butter.

It is with fear and trembling that your lecturer gives you this list; please bear in mind that you are at liberty to follow your old methods of eating as much as you like. I am only suggesting the foods which can be taken for health and beauty. You can go on eating whatever suits your taste and fancy if you wish.

Some of you, I know, want to avoid ill health, eczema, pimples, indigestion, rheumatism, gas, constipation, kidney and bladder disturbances, headache, overeating and biliousness, and those who are so disposed may welcome suggestions on compatible foods which will assist the chemistry of digestion, and others will say they would rather die than stop eating the things they like, that is entirely a matter of choice. You must regulate the quantity of food taken according to your expenditure of energy and must not expect to correct old chronic conditions of organic change in the body with a few weeks of changed diet.

Many of you are wondering this time about the additional aids in the care of the body which can be derived from applied physiology in bathing, sleep and exercise.

Let us consider bathing first.

In the twenty square feet of skin one's body are more miles of sweat and oil ducts than a person could run in a day. The small blood-vessels of the skin twine around sweat follicles and oil glands so that perspiration and oil can be taken from the blood. Upon the proportionate mixture of oil and perspiration depend the softness and smoothness of the skin.

Now let's see how water of various temperature affects this intricate mechanism.

Do you know why you feel that pleasant warm glow a few moments after a cold bath? Cold water closes the skin blood-vessels and drives the blood into the large arteries and veins of the body. Thus the surface of the skin becomes chilled. Temporarily there is nothing to warm it up. Meanwhile the internal organs are overheated because of the abnormal influx of blood. The return of this blood to the surface brings the tingling, warm sensation that makes the cold plunge seem worth a moment or two of discomfort. Actually,

that sudden shock of cold water may be distinctly harmful.

A hot bath reverses the process. It draws the blood to the surface. Then, when you step out of the bath and begin the rub-down, the evaporation rapidly cools the skin. Immediately the cool blood travels inward, and you feel cooler, paradoxically, than you would after a cold bath.

Water that is too hot or too cold shocks the body, and should be avoided—a fact that is not understood and is ignored by an amazing number of persons.

Here are a few of the most important scientific rules for bathing, which, if followed, will be found beneficial:

1. Take a short bath.
2. Spend as much time drying the skin as you do in wetting it.
3. Bathe in water at body temperature, or as near body temperature as possible.
4. Do not bathe while perspiring freely.
5. Do not wet the hair every time you bathe.

Scientifically, there is even a right and wrong way to get into a bath. Whether it is a shower or tub bath, the hands should be placed in the water first. Next moisten the arms and shoulders and then the body.

Wet the feet and legs last and finally immerse the body, rubbing it lightly with the hands. Move the body constantly while you are in the bath.

In addition, care should be used both in the selection and the application of soap, which if it is of poor grade or if used too frequently will roughen the skin and cause irritation.

The rule concerning avoidance of shock in bathing should be followed closely by persons suffering from weak heart or thickened

blood. Fat persons upset their circulation and their dispositions by taking cold baths in summer. Thin persons cannot afford to lose the heat extracted by a cold bath, and if they follow the practice they will lose weight. If relief from heat is sought, a short Turkish bath is better than a plunge into icy water.

There are a few points on sleep which should be noted by all.

Sleep eight or nine hours. Select as large, airy and quiet a room as possible. Avoid the extreme of too much or too little covering; wait until digestion is well under way before retiring. Do not arrange your couch so that the early morning light will strike your face. When you are sound asleep, the eyeballs roll upward under the lids and light does not affect you, but as your sleep lightens after four to six hours, the eyes are more easily affected by light and respond to the reflex action by awakening you.

Avoid stimulants before retiring, both in the form of tea, coffee, tobacco and mental excitement.

Sleep is for the purpose of tissue building under slow heart action and lowered blood pressure, and any influence in the body which interrupts this process disturbs the sleep and its beneficial results. A cup of hot milk on retiring is an excellent sedative to many and aids adult sleep physiologically just as it did in childhood when we slept soundly after nursing.

(Continued on page 72)

EDITOR'S NOTE.—Dr. Brewster states that it is with fear and trembling that he gives us this list of what not to eat. We have very much the same sensation about printing it. We had always supposed that celery, for instance, was "good for the nerves." That spinach and rhubarb were "good for us." That green peas, beans and asparagus added pleasant and at least harmless variety to the menu. And we have unhesitatingly recommended olive oil internally for building up and increasing weight. However, we have the greatest respect for Dr. Brewster's knowledge and attainment. We know that he does not state facts lightly. So we are giving you his article just as it came to us.



# Happiness, Beauty's Great Recipe

Clarence F. Underwood gives the  
practical reasons

To Pauline Desha

"PICK out your heart's desire—the thing above all others you want most to do, and then go after it. Shut your ears to discouragement, and your heart to disappointment, and open the door of your soul to courage and tolerance and understanding, and surer shall the sun fail to rise on the morrow than that you shall fail. Not only will success crown your efforts, but happiness and contentment will come to you—and as a result of happiness—beauty."

So spoke Clarence F. Underwood, one of the world's most famous artists and the originator of a type of feminine loveliness which looks down upon us from every sign-board. Out of the wealth of his experience, and from the summit of his own success, he gazes back along the rocky path he has followed and points out the pitfalls to the beginner.

Underwood had his first taste of art as a violin student. He made such rapid progress that his father refused to have him continue the study for fear he would become a professional musician; a thing unthinkable to the practical mind of a business man. So little Clarence, in spite of the fact that he was able to play Schubert's Serenade in twelve lessons, was made to give up music.

"It does not matter what Fate puts in your path as an obstacle, if you've really got the urge to do something," Underwood said. "Obstacles and hardships simply spur one on to greater effort, greater endeavor,



greater accomplishment. When father said I could no longer take violin lessons, it seemed like a great blow, but it really was the first test of the metal of which I was made, and I have since learned to be very grateful for that test."

Standing before his easel on which the latest version of the lady who Keeps That School Girl Complexion was nearing completion, and surrounded by gentlemen who Would Walk a Mile for a cigaret, Underwood laid down the rules which he says will never fail.

"There is no beauty recipe that beats a purpose in life. This is especially true of women, and accounts for the general improvement in the looks of the American women in the last fifty years.

"A half century ago women were considered out of the stream at thirty, or immediately upon their marriage. Thereafter they sank into a kind of comatose state, a sort of waiting life—waiting for the end. Their vital interest was over.

"Now look at the woman of thirty and above! They are in the very middle of things; a vital part of the nation's life. Their interests are as broad as the world—and what is the result? They only reach their prime between forty and fifty and they are lovely until the end."

Underwood took up the thread of his own life.

"I took a job in a brewery pasting revenue stamps on beer kegs, and cleaning out the office. Could anything be farther from beauty than this? Still the will-o'-the-wisp of loveliness, that desire to produce beauty, danced continually before my eyes. Finally they gave me a little bookkeeping to do. I guess maybe I did not do it very well, because on the margins of those books I drew, with the fine-pointed bookkeeper's pen, the heads of pretty girls. I suppose the Underwood





Girl, or what has since become that fairly well-known lady, had her first sight of daylight on the margin of those books.

"There came a day when my books were inspected—and then they fired me—because, you see, I was never intended to be a bookkeeper.

"But the man who owned the brewery believed in the kid who must draw, even if he drew on account-books, and he offered me a chance to come to New York and study in the Art Students' League. He asked what it would take to support me; how much a week. I realized the responsibility of borrowing money very keenly, and I set the figure so low, that I could just barely exist on it, and that was all—but I came, and a new world opened up to me the day I arrived. I had found my purpose in life, and I knew that I would stick to it forever.

"There came times of heart-breaking disappointments, moments of misery and discouragement, and periods of actual want, but I had found what I wanted to do and I stuck. In the end I paid back all that I owed, and found myself with a job as artist on the *New York Press*."

From then on success crowned the efforts of the boy from Jamestown who drew pictures on the margins of account-books. A veritable fairy-land opened up shortly, and he went abroad and studied art in France and later in London, and was assigned to draw the notable figures at the coronation of Queen Wilhelmina of Holland.

"Do not understand me as saying that one needs to be engaged in the business of depicting beauty in order to have a purpose in life which fulfils itself by reflecting beauty upon the doer," explained Underwood.

"If a girl has the kind of mind which keeps books accurately and well, and finds its expression in that type of work, then that is the work for her, and that is the purpose which will bring her the greatest happiness and of course the greatest beauty. I only wish to say that the purposeless life is the one which brings nothing but misery.

"So many girls seem forced into certain occupations by circumstances. There are many women holding clerical jobs, for instance, when perhaps domestic science would give them that joy of accomplishment which is the truest happiness. There are stenographers who should be dancing for a living, and dancers who should be saleswomen.

"To all of them I say—'stop and take stock. What is it you want most to do? Whatever it is, do it, no matter how great the sacrifice may seem at the beginning, because the thing that you want to do, is the thing that you will do best, and is the thing which will

bring you the most happiness and hence the most beauty."

Underwood is a believer in the theory that desire is the great motive power to attainment. He illustrates his point with the following story:

"I am always impressed afresh with the idea that we all of us become like that which we love, when I think of my own little girl Valerie. She isn't a little girl any more, but a very lovely woman with a baby of her own.

"When she was a child I suddenly ceased painting a blonde woman who had been dominating my work and began to draw a brunette. I can not account for the change even now. I only know that the dark girl was no one model, nor combination of models that I had been using. She came to me quite suddenly, out of nowhere, and she obsessed all that I did.

"My little daughter loved that dark girl. She would steal into the studio and stand behind my chair, and watch me work. I would sometimes turn and see her standing there breathless, absorbed in the growth of the picture. She never seemed to tire, and if allowed, would remain for hours, until discovered and torn protestingly away.

"Artists, old friends of mine, would ask me where I got that lovely dark type, and I could not tell them. She was born of my heart, and I had never seen her nor her resemblance anywhere.

"Twelve years later when Valerie was a young lady she was the living, breathing image of that girl I had painted so many years before. In fact, it might have been a portrait, so like my daughter was that pictured face, and yet at the time I painted it, Valerie was no more like her, than I was.

"Now, how do you account for that?" asks Underwood. "There can be but one answer. Valerie's love for that picture was strong enough to make her like it. She actually grew to resemble the thing she

loved. In this belief is tied up my philosophy of life. We are like that which we admire; therefore admire loveliness and beauty and give it much thought, and eventually it will visualize itself externally."

Underwood accounts for the success of his own work strangely. He says it is because the faces of his women all tell a story.

"My girls, these that I draw, all say something to me. Of course, it is impossible for me to know exactly how they impress others, but I try to put into each picture the message the face speaks to me. I think perhaps I succeed, in part, at least, because people seem to love them. I draw American women exclusively, and always with the highest thought of American womanhood back of the picture. Greater than any academic

(Continued on page 70)

## Cavaliers

By LAWRENCE LEE, JR.

Lovely women meant for laughter,  
With such midnight hair,  
Carved soft lips for seeking after,  
And white shoulders bare;  
Swift young bodies meant for dancing  
On an evening when  
Dark, bright eyes are used for glancing  
Thru the hearts of men!

Boots, sword, and a stirrup-cup;  
We must ride before the sun comes up.  
A fight by day and a ride by night  
To take the Roundheads by surprise,  
Then back again with the first starlight  
To wine and song and deep, soft eyes.  
Boots, sword, and a stirrup-cup;  
We must ride before the sun comes up.

Lovely women, so beguiling  
With your laughing eyes,  
All your kisses and your smiling  
Are but woman's guise.  
But we love you, tho we're leaving  
When the evening's spent,  
For we know your gay deceiving  
Was but partly meant.

Boots, sword, and a stirrup-cup;  
We must ride before the sun comes up.  
A fight by day and a ride by night  
Will dull the pain of flashing eyes.  
We'll take our rest with the first starlight  
And watch in peace the full moon rise.  
Boots, sword, and a stirrup-cup;  
We must ride before the sun comes up.



# Beauty in Strange Lands

Some observations from Mrs. Martin Johnson, back from Africa's wilds

By Nadine Ramsey

"For the Colonel's lady and Judy O'Grady  
Are sisters under their skins."

THERE may be some debate as to whether Rudyard Kipling's famous lines were intended as a fling at the Colonel's lady or as a compliment to Judy O'Grady. But anyway Mr. Kipling has sailed the Seven Seas and dwelt in the uttermost parts of earth and he has seen both the ladies and the Judy O'Gradys of all the lands there are, in all the colors there are, white, yellow and brown.

Now comes the authority of a very feminine little person, Mrs. Martin Johnson, wife of the explorer and motion-picture adventurer, to offer a testimony of confirmation. Like Mr. Kipling, Mrs. Johnson has seen a lot of the life "east of Suez" and the white, yellow and brown and black, and all the shades that blend between.

"Women are not only very much alike under their skins, but on top of their skins as well," is Mrs. Johnson's observation. "Girls will be girls, the world over, and they all want to be beautiful. There may be slightly different ideas of what beauty is, but it is beauty they are after and beauty they will have, at any cost."

I chatted with Mrs. Johnson at her apartment in lower Fifth Avenue. She was just back from an African picture-hunt expedition with her husband and I had seen her on the screen with a great elephant rifle at her shoulder, fighting her way thru the jungles of Africa against the onslaughts of lions, charging rhinoceroses and mad stampeding elephants. Here in her city setting she looked hardly more than equal to a cup of tea and a rubber of bridge.

In her travels with her husband, Mrs. Johnson has seen women of all sorts and all races: in Tahiti, the land of the "White Shadows" made famous by Frederick O'Brien; in dark Malekula, the land of the

cannibals; in Borneo, New Guinea, India, Egypt and the Gusoot desert of British East Africa—and in sun-burned Kansas, the State of her birth.

"After all, most of the women I have met, civilized or uncivilized, are not troubled very much about such things as suffrage and 'equal rights' and careers. The problem of whether a woman should keep her own name in professional life after marriage, and a lot of the things I find our New York City girls fussing about, really do not bother very many. The great wide world of women is just the primitive female of the species, down in its heart, I am afraid.

"There is only one thing that all women in all places are interested in and that is the desire to be attractive and as beautiful as possible.

"Do you know that Martin and I never landed on an island so far away and so wild and benighted that its womenfolks did not have some idea of 'dolling up.' Broadway or Rarotonga, it is just the same. It may be a lip-stick on Broadway and a nose-ring way down there, but the idea and the notions back of it are just the same.

"The chief purpose of all the women in the world is to make themselves as irresistible as possible to men in general or some man in particular, whether he is some charming gentleman of the London salons or an oily head hunter in Polynesia. You can put it down that no man is too black to be somebody's idea of a darling.

"It is only among the most civilized and refined people of our most civilized countries that women are finding that is worth while to be as beautiful and attractive as possible just for the mere sake of their own self-respect.

"The primitive savage woman, as well as a great many of our civilized women who are savages at heart, makes herself beautiful until

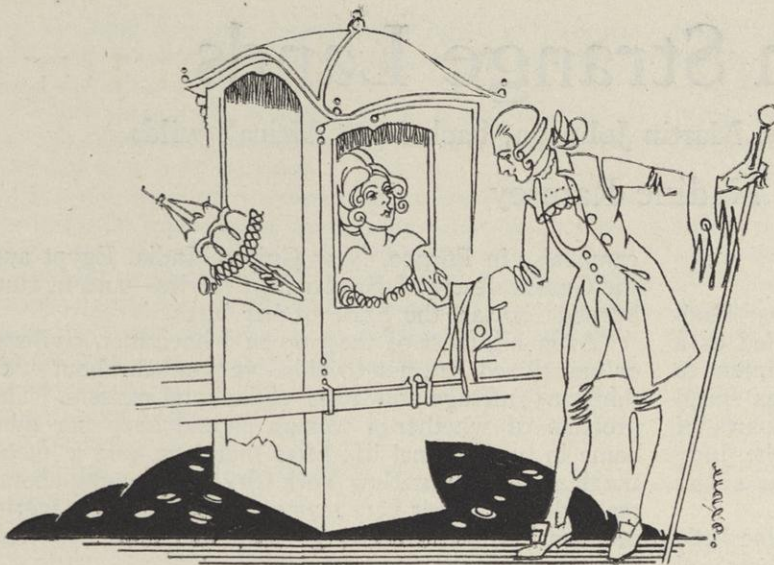
(Continued on  
page 58)



MRS. MARTIN JOHNSON

Ewing Galloway





## Women and Marriage

By Hilda Owsley

IT'S easier to catch a husband than to keep one. . . . Why cease to try to fascinate a man just because you are married to him? . . . If he likes you in black, don't wear pink: if he loves your hair, why have it bobbed? You wouldn't have done that sort of thing before marriage, why do it after? . . . To continue to be a man's sweetheart tho his wife—that's the gentle art of staying married!

\*\*\*

The sincerest mourners for husbands are women who have never been wives.

\*\*\*

What every woman ought to know: Getting married is an accident; staying married, an art.

\*\*\*

The Wife always has the advantage over the Other Woman: the Wife who has mastered the difficult art of waiting invariably wins out.

\*\*\*

Honest confession may be good for the soul but it causes a most irritating assumption of superiority on the part of the Better Half.

\*\*\*

The woman adores after she has given everything: the man adores before.

\*\*\*

Tears, O Wives, are utterly futile—unless, of course, husbands are at hand to see them shed.

\*\*\*

Adam, protagonist husband, originated "Cherchez la femme"—since then every man has faithfully availed

himself of the privilege of hanging the blame on his Eve.

\*\*\*

Change your mind? Yes! But don't change your heart—that's what works the real havoc in marriage.

\*\*\*

A word to the Bride: Enter every arena sportily—even a husband likes a run for his quarry—and remember that poker isn't the only game a man tries to win by bluff.

\*\*\*

In marriage very virtues ultimately frustrate the good wife because of the masculine inability to prize a sure thing. The less good wife keeps her husband in the only state in which a man can be kept indefinitely—guessing.

\*\*\*

A stitch in time saves a husband's temper.

\*\*\*

What with lip-stick on his face, lily lotion on his coat, the lover of the moment is indeed a marked man.

\*\*\*

Before marriage: dewy red roses.  
After: straw immortelles.

\*\*\*

Wives, too, have proposals—but comparatively few are of marriage.

\*\*\*

A reasonable wife is a stupid one—she never gets away with anything.



Oliver Herford



# Your Shoes and Your Character

A dissertation about what happens when you put your foot down. You may not agree with it, but it will interest you just the same

By William Bishop

RED sandals—blue—green. The pavement blossoms like a flower bed. The sun sloping between two buildings makes the bright patent leather and kid glow. Here comes a pair of red. They swing along with grace in a world of heel-thumpers. They have charm, distinction, character. There goes another pair, as like as could be in size and design and finish, yet this second pair so brilliant in the sunlight is—just red footwear.

What is the difference between these two pairs, one piquant, the other as ordinary as if they were still on display in a shop window? And what can be done to bring to one all the charm manifest in the first? Scarcely a man or woman who does not know some person who would benefit by knowing the answer.

Turn back a few years. The cobbler's grey beard waggles as he mumbles over the nails held between his lips. He looks up, twinkling, at the little boy who waits while copper toes are put on his well-scuffed shoes. "I will show you something," says the cobbler. "Look: all these shoes. Look at the soles. They all have holes, eh? And no two holes in the same place. To one side, to the other; up by the toe and down by the shank. Now I will tell you something more: all that means something. If you know, you can tell what sort of folks people are from the way they wear out their shoes. If I were going to marry a girl, I'd want to see her shoes first."

The wisdom of the cobbler's reflective years is the beginning of a passion for the stories told by worn shoes. Let others collect porcelain and stamps and models of ships: none of those contains the fascination or the philosophy of the neglected province of old shoes. And that is why a human story—and one with a lesson for all who set store by the physique—becomes legible in the red sandals.

You do not need to fill glass cabinets with discarded footwear; a notebook or a good memory is enough. For let shoes be disguised as they will: screen them in spats, hide them in rubbers, distort them into the trade's absurdities of style or divert attention from them by the witchery of ankles—with all this they cannot hide their revelations of the habits of mind and body.

The most nearly exact sciences give no unexceptionable rules for the judgment of human beings and the science of shoe reading need not pretend to the impossible. It has, however, as much exactness as the study of handwriting, even tho as yet no court experts have developed for it a terminology of their own. The expression of a face can be controlled; the soul-readings of the amateur psychoanalyst often startle with the rashness of their guesses, but the ratiocination of the old shoe specialist is backed by more tangible factors.

Old shoes reveal not only character but the qualities of physical well-being or deficiency, for leather is worn less by the configuration of the foot than by such elements as posture, disposal of weight and habitual speed—factors which help to reconstruct the character

of a person as surely as does a knowledge of the books he or she reads.

Moreover, there is a distinct remedial aspect to the question. Shoes betray the mental and physical secrets which govern such bodily manifestations as gait and carriage. And if analysis is taken in the spirit of a diagnosis, both physical and spiritual benefit can be derived from it. Correcting faulty habits of walking will not, in itself, alter the character, yet it will have its effect indirectly and in the end the results can easily be noteworthy. Cause and effect here have an analogy in some East Indian systems of breathing. A certain long, slow breath is declared to make for spiritual calm. And it does, thru a physiological process. In anger one loses control of the diaphragm; the breath comes in gasps. Keep the diaphragm in hand and the physical effect reacts on the emotions: anger is checked. In some such manner does gait correction work more general benefits.

Consider the philosophy of worn soles in the guise of a simple example—one verified by more than one experience. Here is a pair of women's oxfords. They are small, not too narrow, and still well shaped. The heel is run down not on either side but fairly evenly at the back and the soles have been worn thru almost exactly in the center, with just a natural indication of the rise at the base of the big toe. The uppers are unmarred.

Now what does this show?

The owner's build can be approximated from the size, for a vain woman would not wear so wide a toe. But more: this girl is cautious yet decisive; she is determined, punctual and straightforward, frugal but not close. When she makes up her mind she wants something, she goes after it and gets it. How can that be told? The uppers give part of the story: they are not rubbed. That means she does not shamle; her feet know the way. The heels, worn in back and not at the sides, again show she does not deviate: her habit is to follow a direct course. The soles disclose even more. The owner, tho a twentieth-century woman, walks in the manner of a Red Indian, with the foot almost straight; she does not advance blunderingly but with a boxer's wariness, withal proceeding in a direct line when there is no occasion for pause or deflection. Punctuality and frugality are characteristics which may be deduced in general. Freedom from money tightness is indicated by the quality of the shoes themselves. The lightness of foot is a mark of caution but the directness, with its attendant determination, is plain to read.

Come to know the wearer well and you will find the analysis correct.

Here is another pair with the proof of experience to corroborate the deductions. In these, the tops are bulged; a button has worked loose. The heels are badly worn on the inner sides but on the outer they are almost fresh. The soles are similarly run down, well toward the front. This, it can be said, is the shoe of a woman who, whatever impression she may make at



first meeting, is opinionated: her obstinacy includes a very good opinion of herself, which in truth is only a veneer over unowned suspicion and secret timidity. She will not readily change her mind. In money matters she probably retains little of what she gets, but that is not the fault of generosity. As for punctuality, she regards it as a virtue in others. Once again to the demonstration. The bulging tops betoken vanity: a round foot, too large, has strained them. The loose button is a sign of self-conscious defiance of the painful knowledge that the shoe is unduly small; it has been loose a long time without being fixed: here is obstinacy as well as vanity and the element of defiance in such a trivial matter betrays the timidity of the owner. The heels of this pair are worn as they are by being continually implanted in a posture of immovability: the woman braces herself physically and mentally as if fearing she would be swept away. The shoes of those who are really confident of themselves indicate a greater ease and even carelessness of posture. Here the determination to yield no ground is but another aspect of letting the other fellow do the waiting at an hour of appointment. This in turn is a form of the desire to dominate, and, thru that domination, to uphold the assertion of self-importance. It is the inferiority complex of the psychoanalyst. As for the woman's ability to retain money, her suspiciousness will not prevent her from making foolish investments and her obstinacy will deter her from changing her course once she is committed.

Pick up a third pair from the bench. It has high heels with an exaggerated curve; the short vamp tapers to a needle point. The once bronze leather is purplish about the toes: the shoe has been flayed in wear and its paper-like leather tardily refurbished with an inky blacking. The welt or inside of the soles is so worn at the ball of the foot that the uppers would rest on the ground. One lace is almost worn thru. Here again is a bookful of information. These are shoes shaped by splay feet. The pride indicated by heels, toe-point and texture of leather is checkmated by the careless cleaning. The wearer is a girl of no real decision. She has no sense of responsibilities: look at the improvident frayed lace. She turns this way and that, as the scuffed leather shows, and her vacillation of character gives her an awkward physical posture: the person who holds the body in muscular co-ordination would never wear thin the uppers by dragging the foot sidewise.

There is much more that could be said, and could also be proved, given time and opportunity to study the shoes' owner, but this is sufficient to show how the expert read the riddles in the cast-off. It is not that the experienced will diagnose a flat foot or a fallen arch: those are abnormalities and the scrutinizer of footwear is interested in the characteristics which have

personal significance. He will make mistakes at times—of course. So do our physicians in half their diagnoses, if post-mortem examinations have any meaning at all.

There is wide scope in the knowledge that comes from following the fortunes of slippers, boots and shoes. What is the significance, in terms of character, of pigeon-toes? What do health sandals, evenly worn and used for street wear, betoken. Even congress gaiters have their special meaning. As for such matters as determining occupations from shoes, that is a special department. The postman, constantly turning to reach letter-boxes and climbing hundreds of stairs a day, develops trade traits different from those of the waitress or the floor-walker. Astuteness in the study of occupational shoe signs has aided more than one malefactor: no disguise can alter the typical policeman's foot, even when the patrolman is promoted to detective, and clever crooks, with an alarm raised against them, have been known to watch shoes and little else that they might escape approaching plain-clothes men. In this day of the police-women the job would be harder; fashion being a greater factor with women, signs of occupation in their footgear are more abstruse. Besides, no police-woman ever pounded the beat.

Altho a broad field is open to the sole student, in truth it is narrower than it was a few years ago. Two great developments of physical welfare have brought this about. One is the increased interest in athletics as action, in distinction from spectacle—particularly for girls and women—and the other is dancing.

Nothing makes for distortion and ungainliness of the feet so much as flaccid ankles. Watch the ankles in a crowd at the theater hour or in a shopping-street: at least one pair in every five wobbles at each step, quivering indecisively. Shapeliness and sheen of silk cannot make them attractive to the discriminating. Yet these unworthy ankles today are but one in five: the proportion was higher when the ideal female of the species was supposed to cling and to quail before action and decision. Look at the pictures of the world's finest physical womanhood of today: they

have poise, vigor; in repose their feet are on the ground, solidly tho not heavily; in action the feet are nimbly under control. Regard the ankles of professional dancers: they are firm and muscled—delicately controlled instruments. These feet have toes.

The correction of faulty use of the feet is one of the most important phases of bodily development. And the need of such correction—often in the cases of even those who pride themselves on their feet and ankles—is made clear in the traces left on old shoes by habits of gait and posture. Seldom does a person see his or her own feet in movement: defects noticed every

(Continued on page 67)

## What Boots It?

By BEATRICE BILLING

"Babette, my dear, why all these sighs and why these dreadful blues?"

"Daddy, I need some money to buy a pair of shoes!"

With sobs the maiden threw herself upon this patient breast;

And then the awful truth came out, unvarnished, full confessed.

"O Daddy dear! I've only got some pinks and greys and brown,

For my periwinkle sandals are the shabbiest in town;

My green are almost worn to shreds; my purple pumps are shocking,

And thru my orange oxfords you can plainly see my stockings!

My henna slippers are too loose; my crimson kids are faded;

And I've sent the rainbow satin ones to the dyers to be shaded."

But here poor Daddy, gasping, drew a greenish bill or two;

And soon Babette was tripping forth in boots of baby blue.





# Hair Health and Hair Beauty

By

Anna Louise Shaver



*Photos by Kadel and Herbert*

"She was bare-headed, and it came upon him all at once how wonderful was a woman's hair, how beautiful beyond all other things,—beautiful and desirable."

JAMES OLIVER CURWOOD, in *Saturday Evening Post*.

**H**AIR health means hair beauty. Nature decides the color which best blends with the eyes and skin. And nature makes no mistakes. The other part of the hair problem—the retaining of its health and luxuriance, is settled by the functional activity of the glands, plus the general care of the hair itself. Thus devolves upon each individual the privilege (or duty) of developing a natural "crown of glory," and adding to the joy of living, to which all beautiful things contribute.

Of course, the conditions which make for hair health, and beauty, or their reverse—dry, thin, lusterless hair, or oily, stringy hair—apply equally to men and to women, and quite as vitally in so far as the indications of general health or the lack of it are concerned. Tho not so vitally from the standpoint of appearance. There is no denying the enhancing charm of a head of beautiful, well-kept and becomingly arranged hair. It softens the lines and contours of the face and imparts a charm to the plainest features. Perhaps that is why it was designated ages ago as a "woman's crown of glory."

I have called attention to two hair conditions which detract from one's appearance: (1) Dry, thin, dead, falling hair, the forerunner of which is "dandruff" or a scaly, dry, tight scalp; (2) oily, stringy hair, which also frequently shows "dandruff" as a scalp condition. Each of these conditions indicates a scalp in which the functional activity of the glands is being interfered with.

In both cases it is nervous tension that interferes with the scalp tone and sets up an unhealthy condition. Nervous tension closes the capillaries (the delicate tubes thru which the blood does its nutritive work), and as nourishment therefore is not carried to the hair cells, the hair starves.

Hair grows at its root, from a hair follicle. This is a "tubular inpushing of the epidermis into the true skin." The cells of the hair are derived from and are continuous with the deeper layer of the epidermis. The hair continues to grow and retain its health and beauty so long as proper nourishment is carried by the

blood to the cell nucleus, and the old, worn-out cells replaced by new.

In other words, the health of the hair is dependent upon the health of the cell from which it derives its life and power for growth. And when dry, falling hair is not being replaced by a new growth, the indications are that the cells from which the hair follicle derives its life are being *starved*. Two causes combine in bringing about this condition of starvation: (1) a lack of the mineral nutriment in the system upon which the health and beauty of the hair depend. For let it be known that the hair requires certain food elements distinctive from those which build fatty tissue, or muscular tissue. A mineral nutriment which has special influence and effect upon the growth and beauty of the hair is silicon. It also influences to a certain extent the nervous system to perform properly its function. Another mineral nutrient essential to the nourishment and beauty of the hair is sulphur.

Both silicon and sulphur are to be found in balanced proportions for the body's needs in the "grains designed for man's bread," when these are permitted to retain, as they should, the bran and germ. In other words, what we call "whole grains"—whole wheat, for instance. All of the mineral elements have been removed from the white flour which today so generally serves for bread. Result, bald heads for men, and thin, lifeless hair for women. Sulphur is a non-conductor of electricity, and its presence in the system in required quantities raises the electrical force of the blood. The same blood current feeds the hair follicles which in its circulation sustains the heart, and promotes the general vitality—or lack of it, according as the blood is renewed by our foods.

Both silicon and sulphur occur in vegetables, and in some fruits. Garlic, leek, mustard greens, are particularly rich in sulphur in its vegetable form. This may in a measure account for the wonderful hair of many of the Latin peoples, who are particularly addicted to these vegetables. We find the humble garlic in very fine company in some lines by Pope, in his translation of Homer's "Iliad"—xi.

"Honey new pressed, the sacred flower of wheat,  
And wholesome garlic crowned the savory treat."

So much for silicon, sulphur—garlic and wheat.  
(Continued on page 56)



# A Department on Perfumes for Personalities

## 4. The Intellectual Type

*Conducted by Avery Strakosch*

FRAGRANCE has such an important psychological effect that it enhances the individual's happiness and increases, at the same time, the vitality. In each of us there is a direct reflex action to every perfume. Combinations of color or music or perfume aid in one's intellectual growth, because of the stimulating effect upon the nerve centers. A higher degree of civilization with its many forms of cultivation and refinement has brought about this change. In many persons the appreciation of perfumes is a subconscious association of ideas; for fragrance often awakens memories, momentarily recalling to the mind some recollection particularly precious to retain. It is peculiarly true that most persons prefer the fragrance of the rose, the carnation, or jasmine.

Certain scents, sometimes in their full strength, or carefully weakened, and well-blended odor combinations, are expressive of various human types. Yet, there are women who declare emphatically that they cannot use perfume, that they have a real disinclination for it. While they are doubtless sincere in their belief, the truth is that they have been unconsciously influenced because of previous experience, wherein they have not searched for their correct perfume complement.

In all fragrance there exists a promise of something more or less tangible. The sense of smell is keen as well as delicate. Jean Jacques Rousseau and other famous students of these and kindred subjects wrote that the sense of smell is really the sense of imagination. Surely, there is no attractive woman living who lacks imagination.

Every woman is by nature part masculine, as every man by nature, is part feminine. Today, the woman of brains, the intellectual type, is constantly seen as an important factor in all walks of life. I have found an independent strength or quality of personality as characteristic of the brunette of the intellectual type. Very often

EDITOR'S NOTE: Every woman is interested in perfume—especially her own individual perfume. The writer of this article is an expert on this subject and we have secured from her a series of talks on types and perfumes. Write her, care of BEAUTY. Your letter will receive careful attention

this creates an atmosphere quite brusque. It was this masculine side of her personality that the public always associated with that famous intellectual, George Sand. So, the brunette, who in summing up her personality finds herself in that category where her very forcefulness repels because of its direct manifestation, should be most careful of her selection. The scent she chooses must not be too delicate, or too light, and yet it can be distinctly definite. If she finds a very pure mimosa, it will best suit her type—that of the brunette intellectual. In its direct, healthy fragrance is a note that is clear and cool; not in the least heavy. There is a wonderful radiance about mimosa, which may be compared to the sun of Indian summer. It is a splendid supplement to the personality of this particular type.

Many intellectual women are diffident about using a perfume complement. They seem to fear it as something blatant, something differing from conservative taste. The truth is that this type is generally of a high-strung temperament, with a fine, responsive nerve organism. Indeed, it is this very type that is said by chemists to have the finest perfume appreciation. Therefore, the correct perfume choice would be of inestimable value to the intellectual woman if she were aware of its strengthening properties. Such ancient doctors as Criton and Hippocrates classed perfumes among medicines, prescribing them for nervous diseases especially!

The blonde type—Elsie Ferguson is a charming example to keep in mind—is often of a personality that is evanescent and elusive. She has an appealing manner. For such a person I would suggest a carefully combined floral bouquet, somewhat weighted with jasmine or neroli. The thick scent of a pure, oriental perfume for this type would create an unpleasant effect, too crude and too poignant for so graceful a type. In the bouquet with the jasmine and neroli a touch of ylang ylang and some muguet might

(Cont'd on page 71)



Kadel and Herbert

Miss Vyvyan Donner, most beautiful American artist in Paris



# The Question

By Marian Ryan

THAT she needed courage more than anything else with which to face the future was the conviction of Lillian Waddington as she sat before the window of her bedroom, mirror in hand, surveying the reflection of her face. The cruel grey afternoon light fell upon her, clearly revealing the traces that time had relentlessly left upon her beautiful face; cheeks that sagged; mouth that drooped and lines that marred the smoothness of her skin.

Gazing into the mirror, Lillian Waddington remembered the fresh loveliness of her youth as one might remember a haunting melody or the fragrance of a rose garden in June. She remembered the homage it had brought her, the love, the happiness. Her youth had fled and she no longer possessed a flawless beauty. She was facing reality now and it was cruel. True her eyes were the same lovely blue-grey like the breast of a dove, her hair still curled in soft regular waves, and her delicate clear-cut features were unaltered but, somehow, she seemed a different woman. If only time were not so relentless! How wonderful it would be if she could keep that beauty that had been hers; to see again the old light in her husband's eyes as they rested on her instead of the one of friendly approbation which filled them now.

There was a chance that this might be if only she could decide the question which went around and around in her mind. Well, why not do it? There would be no pain, just a drawing-up of the skin, a clipping, a few deft stitches and ten or even fifteen years might fall away.

It was a temptation, and Lillian did not see how she could continue as she was now. She had called upon a French surgeon who had come to New York surrounded with stories of his triumphs. He had been interested in her, kindly explaining the process and showing her photographs, even revealing the names of some of his theatrical patients who had undergone the "slight operation." He had been most convincing, still, Lillian had hesitated. Suppose it did not prove successful in her case?

She shuddered and put down the mirror. She did not have the courage. She would have to grow old as gracefully as she could. And then she remembered Althea. Althea, her beautiful cousin, ten years her junior, with the freshness of perfect health. Althea who held for Lillian's distinguished-looking husband with more than a cousinly interest. There was a sudden constriction of Lillian's heart as she remembered the look in Althea's eyes when Eric's name was mentioned. Then, too, she had only laughed when Lillian

had confided in her that she was contemplating having her face "lifted."

"I shall have it done tomorrow," said Lillian aloud as she looked once more in her mirror. "This is my chance and I'm going to take it." Crossing to the table which held the telephone, she lifted the receiver, then placed it once more on the hook as there came a light tap on the door. At her answer, Eric Waddington entered his wife's room. He was a tall slender man of forty-five with the face of a poet, an artist, a lover of beauty and his eyes shone with the enthusiasm of youth. His skin was smooth and there were no traces of grey hair.

"Lillian, dear, what is this absurd story Althea has been telling me about your having your face 'lifted'—operated on? Surely you can't be serious."

Lillian slowly surveyed the figure of her youthful-looking husband. She had endured much for his sake, she could endure more. "But indeed I am," she answered smiling up into his face. "I am really quite determined about it."

"Of all the absurd things——" exploded Eric Waddington pacing up and down the room. "It's quite the most horrible thing I ever heard of—having your dear face messed about with knives and needles. Why do you want to do it?"

"Because I hate my sagging skin, my lines——" Lillian's voice was not quite steady. "I'm sorry you know, for I intended doing it while you and Althea were away with the boys in the country. I thought by the time you returned the scars would be healed and I would be young and—Eric—like I used to be." She rose and walked abruptly to the window. It was so hard to say it, to admit the realization that she looked too old for her husband.

Eric followed her quickly and put his arms about her.

"Lillian, you absurd, dear old thing. Why should you consider such a thing for me? Surely you know I love those delicate lines. They are the history of our years together, your anxiety for me during the war, the sorrow of losing our son, the disappointments that we have shared together. They are my lines—our lines, Lillian, and I would not part with one of them."

His words were like music to the ears of his wife. She buried her face in his rough tweed suit, wishing she might never lift it from that peaceful haven.

"I have only a few minutes before I must leave, dear," he said. "Wish you were going with us. I'm sure you will be sensible and forget all that silly idea. I love you just as you are. I must be going now for

(Continued on page 63)





# Our Popular Vote Contest

*It is fitting that Pauline Frederick, one of BEAUTY'S Advisory Board, should be the subject of one prize-winning letter. Gaby Deslys, who will remain always a beautiful memory to all lovers of artistic dancing, inspired the other*



Raymor, Chicago

PAULINE FREDERICK

## First Prize Letter

DEAR Contest Editor:

I consider Mlle. Gaby Deslys—Fleur Deslys—to have been the most beautiful woman for the following reasons:

She flashed out of the wings a miraculously dainty ecstasy and at once the scene was filled to the brim with airy, bubbling, sparkling gaiety.

She was the quintessence of the sun and the summer, and the warm light of Provençal vineyards was in her wonderful eyes. There are few eyes, if any, which possess the mysterious charm of hers.

She was inconceivably fragile in every feature and every limb. She looked as if she would break into little pieces, like a Dresden shepherdess, if you should let her fall.

Her mouth was as tremulously sensitive as the petal of a rose, and yet its blushing curves were as ripe as a September grape. When it laughed, you saw the lights of Paris, for Deslys was the triple extract of the Boulevards.

She was tiny from the tip of her nose to the tips of her fingers and the tips of her toes. She was tiny, not because she was minute, but because she was fashioned so daintily that she seemed to be a miniature. In reality she was rather tall, but she was as slim as a birch and as evanescent,

Deslys was an adorable doll, and such a doll! If only one could buy dolls like Deslys, everybody would want to buy one and keep her on the mantelpiece.

Her eyes could stare a delightfully inhuman stare, and her wooden grace was like expensive wax turning into flesh or flesh turning into expensive wax.

Her voice was the voice of a doll, a tinkling, tiny stream of clear music, without passion or emotion—nothing but merry, unconscious life, and vivacious sprightliness.

Yes, Deslys was beautiful—Gabrielle of the Lillies—a deliciously beautiful article de Paris.

MARGARET J. DONNELLY,

2816 Richmond Street, Philadelphia, Pa.

(Continued on page 77)



GABY DESLYS



# What the Mouth Tells

Of all the features the mouth is the most ready indicator of emotions and fortunately is the most easily changed

By Jean Cunningham

IT is a frequent claim of many reputed scientists that deep underneath the mysterious veil that hides the ancient secrets of the Far East lies the key to all of the astounding scientific discoveries of our day and age.

Be that as it may. I am firmly convinced that the secret reason for the wearing of veils by prospective brides of many of the races of the Far East is because their crafty old wise men knew how plainly the character and personality may be read in the features of the face. And so, that they might perpetuate the race, they have handed down thru the ages the custom of choosing a wife much as you and I bought a "grab-bag" in the days of childhood.

Today, by a quick glance at the prospective employee's features, an employer can immediately discern whether or not the subject before him is capable by the length of his nose or the slope of his brow.

Which brings us to the subject of mouths. Of all the features the mouth is the most ready indicator of emotions, and fortunately is the most easily changed. The nose may be straightened with an operation and sagging skin may be raised the same way, while misshapen eyebrows can be readily plucked into obedience and a sloping beauty. But the mouth may be changed with a few experienced, deft daubs of a lip-stick to fool the most clever reader of features. And a permanent change can be effected with persistent effort and exercising of the facial muscles; a study of your faults together with an attempt to correct them.

A great deal has been said and written about the all-expressiveness of the eye, but when all's said and done, it is not to be compared with the expressiveness of the mouth. Ordinarily, the eye expresses the mood of the moment, while the mouth is the readable record of the years. An eye that has twinkled with merriment one moment may flash with terrible anger the next and glow with tenderness a moment later, but a mouth that has been habitually querulous for fifteen years cannot suddenly become sweet. And lips that have a habit of shutting with the thin determination of the bigot cannot learn to open in a frank, free smile. The mouth speaketh, often without opening.

Things that injure the shape of the mouth, too, are almost as many as those that tend to make its expression. The "baby comforters" that ignorant mothers give their babies not only produce colic but deform the mouth. Breathing thru, or sleeping with the mouth open, tends to make the mouth ugly, and is unwhole-

some. In the matter of expression the recipe for beauty is easily given. Every pretty look counts for prettiness, every ugly look for ugliness. This isn't sentiment, it's a simple physiological fact. Muscles are very susceptible of training. After they have done a thing a number of times they incline to do it all the time. And skin, tho very elastic in extreme youth, tends to become less so as the years go by and to keep the shape into which it is most habitually drawn.

A short, narrow mouth, usually possessed by the country banker and skinflint on the stage, is an indication of meanness, cold-heartedness and a tendency to foreclose before the mortgage is due! The short, full mouth, always pouted ready to be kissed, is common to the baby-doll type that love luxury and are quite willing to let someone else worry about just how they are going to attain these pleasures so long as they get them.

Is your upper lip short or long? From the nose to the red part of the lips. If this space is wide then you have brains, but you must be careful not to be too strict and hard in using them. If it is short then you are not possessed of much reasoning power and lack energy.

Too-thick lips are not a designation of a heart ruled

by brains but by senses. Also they indicate weakness of principle, an easy-going, amiable, undependable nature with a love of luxury and sensual things. Thin lips denote a narrow viewpoint on things in general together with a vindictive disposition and the ability to stand a great deal of hardship. Moderate lips, not too thin and not too thick, show affection, enthusiasm and a wholesome energy, with a desire to be busy and active.

The "Cupid's Bow" mouth that artists love to paint is a pretty thing to look upon but its owner is quite often conceited and stingy.

The mouth with graceful, even lines, not too exaggerated and yet with a finely chiseled sweep, denotes a deep, fine ambitious character.

Pale lips, not unlike a pale face, are an indication of physical and mental weakness. Lips that are too bright show an overdevelopment of the senses and a love of luxury. Coarse lips indicate brutality and a lack of good taste.

The wide, gawky mouth is also an indication of mental weakness unless it is caused by some physical clogging of the nasal passages. A tight-set mouth denotes stubbornness, and again moderation wins!

(Continued on page 64)



Kadel and Herbert

Blanche Tourni, a Parisian beauty



# The Royal Path to Beauty

By L. D. Stearns

ONE of the greatest quests of the ages has been the attainment of beauty, and the power—once won—to retain it. Were it possible to purchase the secret, to what heights of self-denial would one rise! Yet, when told that self-mastery is the price, how few are willing to start upon the quest. "Tomorrow," they cry, and reach out eagerly for today's supply of sweets—today's luxury of inaction—today's indulgence in evil-speaking, evil-thinking, or evil of any other nature, all of which leaves its imprint upon the features as surely as a soiled finger traced along the folds of a snowy gown.

It is truly possible for the plainest of us to gain beauty is some one or more points, if not all. The glossy, crisp hair, with its look of radiant aliveness, is the result of regular, systematic care and diet. Do you know how wonderfully a generous supply of carrots in the daily menu affects not only the complexion, but the hair, making it lustrous and abundant? Do you know that in treating a run-down patient a physician watches the hair for signs of improvement, as proof of physical betterment?

The clear, sparkling eye is the result of proper functioning of all the organs of the body, joined with proper functioning of the mind and soul. Back of it stand intelligent exercise, proper food and a right balance between work and play—sleep and wakefulness.

If you want to behold a miracle, try, some day, going for a rapid walk of from ten to fifteen minutes in a pouring rain—then come in and look at yourself in a good glass, noting the change in your eyes—your

skin—your hair. And if, in addition to the walk, you will let the rain sing to you, whisper to you, and laugh at you a little, you will feel that a bit of heaven's glory has swept your soul. You'll have had a mental and spiritual house-cleaning, as well as physical rejuvenation. There's a tonic in the wind and the rain, and the song of birds wafted thru the air, that the wise woman cannot afford to miss.

I heard the other day of a woman well past youth, whose skin is as fresh and glowing as when a girl in her teens. She, likewise, uses no cosmetic, but goes each morning for a long, brisk walk—rain or shine—drinking a cup of hot water containing the juice of an orange, immediately upon returning, followed by a warm bath and a short rest before breakfast. She uses salt very freely for bathing, at all times—eats no pastry or potatoes, confining herself mostly to a diet of meats, vegetables and fruits. She brushes aside evil, and the appearance of evil, with no uncertain touch, dwelling only upon the clean and beautiful aspects of life. And Life rewards her by granting a beautiful face, as the reflection of a beautiful soul.

Strive and agonize as one may to hold the years at bay, they will tell their tale, inexorably. Law is back of it—the law that was established by the Creator of men. But they tell it in different ways, and the same wise Creator has put the power of choice into our own hands. We can so plan our lives that the impress time leaves upon us shall be lines of grossness and nervous tension, or soft touches of beauty and sweetness, so that the tempered radiance of maturity may, indeed, rival the fleeting glory of youth.

## Beauty and the Beach

By Leonora de Lima Andrews

ONCE upon a time before Caesar had conquered Britain, and therefore in the very early days, indeed, there dwelt in southern England a princess named Talcina. Her life was pampered and happy, just like the lives of all the princesses who lived a long time ago. Each day she sat by the edge of a pool of still green water, and allowed her handmaidens to comb her tresses (it was in the days, you see, when ladies wore tresses where most modern folk wear hair).

"I am very beautiful," she remarked casually, glancing at herself in the pool, but . . . "

"Yes indeed, Madam," chorused the handmaidens, who did not realize that she was about to say more.

"Silence, wretches," snapped the princess, squirting water at them with a lily white hand, and thereby mussing up her image in the pool. Then she continued in a low tragic tone: "I have a blemish, I tell you. My nose shines. Poets have written of brilliant eyes and gleaming teeth, but not one has mentioned a glittering nose. Therefore I know that the perfect nose does not shine. My beauty is ruined. Ah woe is me, ah woe is me!" And she bowed her head forward, sobbing so violently that she pulled the pigtailed out of her handmaidens' grasp.

"No more," she roared at them, as they started to reclaim the lost tresses. And then she sobbed as tho

her heart would break, "Oh, my blemish, oh my nose; oh my nose, oh my blemish. Throw away your combs. I am going to tell the sea of my woe. I am going to walk along the cliffs. You may follow, at a distance."

She sprang to her feet, and hurried to the cliffs. She looked at the sea roaring on the rocks below.

"Oh, sea," she moaned in her grief, "what would you do if you had a nose and it was shiny?"

As she was thus bewailing, she stumbled and fell upon the smooth, soft, chalky cliffs. When she lifted herself up she found that her hands were covered with a white dust.

"Arabella!" she called to her handmaiden, "bring me a bowl of water."

Talcina looked into the glassy surface of the water. Lo and behold her nose no longer shone, but was white with a thick opaque whiteness!

"My beauty!" she exulted, "my beauty has returned! Arabella, you may get the comb and continue in the making of my royal pigtailed. Neither my nose nor my chin shines. I am truly beautiful." And she rejoiced until the tears flowed down her face making furrows in their whiteness.

And thereafter each morning the princess Talcina and her handmaidens could be seen prostrate upon the cliff, solemnly rubbing their noses in its smooth dust.



# Nasal Breathing and Facial Beauty

By Dr. John A. Glassburg

EDITOR'S NOTE.—Dr. Glassburg is a member of the staff of the New York City Children's Hospital, of St. Joseph's Hospital, and is a surgeon to the ear, nose and throat department of the Stuyvesant Polyclinic

WHEN all is said and done, beauty is woman's greatest asset. We admire intellect but we love beauty. Has not the poet said that love "is woman's whole existence"? Therefore any thing that mars or enhances beauty is worthy of study. In this regard, the effects of breathing on the facial expression are of paramount importance. Too long has it been customary among physicians to refuse to give advice on the maintenance or improvement of beauty. Contemptuously, as if it were below their dignity, these sons of Æsculapius turn away the beauty hunters and compel them to resort to charlatans and quack "beauty specialists."

The true effects of improper breathing, and especially their causation cannot be fully understood by anyone not well grounded in the fundamental subjects of anatomy, physiology and pathology. At the present time the only ones well versed in these subjects are the physicians, and it therefore becomes almost a moral obligation for them to discard the contemptuous attitude and assume one of earnest helpfulness. Fortunately the movement is already on foot and we have the development of the new specialty of Cosmetic Surgery. This is the specialty which deals with the correction of nasal deformities and abnormalities. Associated with this branch of surgery is that of Plastic Surgery, which has to do with skin-grafting and the removal of old scars and other blemishes.

Breathing affects beauty indirectly, by influencing the general constitution and directly, by changing the bony and muscular formation of the face. Interference with respiration brings a lessened amount of oxygen to the circulation and the body as a whole becomes undernourished and subnormal. The skin loses its ruddy, healthy appearance and the complexion becomes pale and sallow. The bloom disappears from the cheeks and various skin eruptions may develop, particularly blotches, pimples, and blackheads. A great part of the beauty of the skin lies in its luster and elasticity. A poorly nourished skin loses these qual-



Kadel and Herbert

Madame Yorska whose straight nose, she says, is due to a French surgeon who took from her nose an ugly bump which detracted greatly from her beauty

ities and becomes colorless and flabby. No one can dispute the value of rouge as a great asset in the cosmetic armamentarium of women, but even rouge cannot cover the blemishes of an unhealthy skin. Rouge is only an aid and not a complete substitute.

The local effects of nasal obstruction are a change in the contour of the bones of the face. The local interference with respiration may be caused by a malformation or deformity of the entire nose or simply by a disease or obstruction within the nose. The classic nose is the Greek nose, which is equal in length to the height of the forehead, or to one third the proportion of the face. The root of the nose is slightly broader than the tip. The nostrils are pointed above and rounded below. In profile, the nose extends from the face one-half its own length.

The incline of the nose is straight. The malformations of the nose are a hooked, humped, angular or beaked nose, a snub nose, a laterally bent or twisted nose, an abnormally long nose, a wide-nostriled nose, a bulbous or tuberous nose, a sunken-in or depressed nose, and an absence of all or part of the nose from birth. The deformities are due to an injury from a fall, a shell wound, or some similar accident; to amputation by cutting, bite or frost; to a burn and to diseases like tuberculosis, syphilis and cancer. The facial deformities caused by this class of cases are so obvious that naming them is sufficient and they need no further description.

The obstruction within the nose is due to a deviated, or bent septum; to spurs; to enlarged turbinate bones; to polypi and to tumors. In order to understand how these conditions cause deformities of the face, they will be described individually and in detail. Looking at the nose, unless one is a keen observer, nothing can be seen. In order to determine the nature of the trouble, the nostrils are gently spread apart with a special instrument made for that purpose and the interior of the nasal chambers are inspected.

The nasal septum is the bony structure separating

(Continued on page 70)



# Do You Have Beauty Problems?

You may be ten miles from a lemon, a beauty parlor or a toilet goods shop, but this page will help you to retain daintiness and charm

**S**TAINS on the hands and fingers are easily removed by rubbing with a slice of raw potato, or by using lemon juice. Nothing is quite so unsightly as stained hands, and no kitchen or dressing-table is really complete without one of the aforementioned aids near at hand.

An excellent bath for the oily skin, is one composed by adding to a full tub of water, a lotion made by dissolving in a quart of *hot* water, six ounces of carbonate of soda and one ounce of borax. Add this lotion to the bath water and mix thoroly.

An efficacious and wholesome cream which will be found excellent for the delicate skin, or the skin easily roughened by the wind, is easily made at home. To four ounces of pure almond oil, add four ounces of rose water, one ounce of white wax, and one ounce of spermaceti.

A tablespoonful of lime water, in a glass of milk, will do much to prevent teeth from becoming soft and decayed. Teeth need a certain amount of lime to keep them in good condition, and if the body does not supply a sufficient quantity, then it must be introduced into the system thru other methods. A good lime water may be easily made in a short time. Put into a vessel, one teacupful of clean unslacked lime. Over it, pour two quarts of water, and stir until the mixture looks like milk. Pour off the water, and again fill the vessel with fresh water and mix thoroly. Cover with muslin, to keep out dust, and allow to stand until clear. Pour off clear portion into stoppered bottles, and use as needed.

For eyes that are hot and watery, try using hot water which has been poured over rose leaves. A fifty per cent. solution of witch-hazel is also good, and when combined with camphor water, leaves the eyes greatly refreshed. Apply it at night and allow to dry on the lids.

A good bath powder for those troubled with excessive perspiration, is made by combining, and reducing to a powder, sixteen ounces of starch, two and one-half drachms of camphor, and four ounces of orris root. When powdered, tie in small muslin bags, and use them for dusting the body after the bath.

To plump hands, neck and arms, a famous beauty advises this lotion to be rubbed in night and morning.

Add four ounces of refined linseed oil, and one-fourth ounce tincture of benzoin, to eight ounces of rose water. Bottle and keep free from dust. Olive oil, glycerine and cocoa butter are also recommended, by different authorities, for the same purpose.

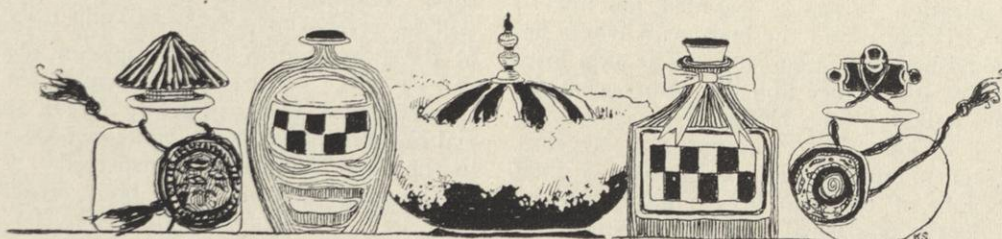
Pimples and blackheads may be the result of so many different causes that what will cure them for one person will be useless for another, so all one can say is that if faithful trials of external remedies do not benefit, a physician should be consulted. Often, applications of a lotion made from half an ounce of glycerine, a pint of camphor water and a quarter of an ounce of powdered borax will prevent pimples. In any event, this mixture is good for the skin, if used as a substitute for water. It must be allowed to dry on.

To prevent the ravages of wind, dirt and cold upon the complexion, use some simple skin wash, substituting it for water. The benefit of such lotions lies in the fact that they cleanse without drying or hardening the skin, and in many instances soften and refine it. Such a wash made from fresh lemon juice, rain water, etc., is excellent, but to get the best results it should be fresh every two days. It consists of a tablespoonful of fresh lemon juice, half a pint of rain water and a few drops of attar of roses. Rose water may be substituted for rain water.

Tincture of benzoin should be on every dressing-table, for it can be used in so many different ways, and is both softening and whitening to the skin. A few drops in a basin of water act as a tonic.

Occasionally cleansing the teeth with salt is highly commended by some authorities. It is a common practice among the Irish, as tending both to whiten and strengthen. Salt certainly removes fruit stains, but whenever it is used the mouth must be well rinsed afterward. Cleansing once a week with it is sufficient.

A teaspoonful of lemon juice in a cupful of tepid water whitens and makes the nails supple, rendering them more easy to polish. This should be used every morning; and, by dabbling the fingers for a few moments, it is possible to make the nails perfectly clean and transparent, without the use of any metal cleaner, by gently rubbing under them with a towel. It is also beneficial in removing the skin around the nail edges, which should never be cut with scissors. Rub the towel all about the nail, pushing back the skin.





# My Lady's Boudoir

A budget for good looks

By Anne Arden

**B**ETWIXT and between! That's what this month is, isn't it? The end of summer-time; the vacation is over. Swimming, hiking, tennis, golfing—all the glorious outdoor sports are but happy memories. We are back on our job. And whether that job is the home, the business or social world, it is the time for taking stock of ourselves, of the good looks every woman has in some measure—and wants to keep. Some parts need refurbishing, others need replenishing, and all need a laying-in, as it were, of reserve force to last thru the strenuous days of renewed activities.

We hope you have given heed to the many hints given you in these columns about *prevention*. If you have, then you have not the problem of the too-deeply tanned arms, neck and shoulders, a dry, parched skin and stringy, sunburned hair. If you did *not* pay heed, then you must pay for this lapse by an added amount of time and patience in overcoming this condition.

And now, what about a regular campaign of beauty building and beauty keeping? A sane, practical, common-sense procedure that will be not only a duty, become not only a habit, but a pleasant duty, willingly performed because of its obvious benefits.

First, let us take stock. Then, let us set aside a certain amount of time, half an hour, fifteen minutes even, whatever time we can spare—a *beauty budget*—one day for the hair, another for the skin, another for the hands, one for special neck treatments, perhaps, another for the eyes, and you might reserve the other night for some special kind of bath.

This leaves one day in the week with no special duty. But this time may be profitably spent in taking stock of our *improvement* and deciding on just which part of this beauty budget we need to spend a little more time on, and which part requires a little less.

First, there's the skin. Of course, if you keep late hours, neglect outdoor exercise, eat too many sweets and oily foods and not enough fruits and vegetables you can't have a good complexion. Good health and right living conditions are back of a good complexion.

If your skin is dry, use a good cleansing cream at night, plenty of it, and a little more in the morning.



You may use soap and water on your face two or three times a week, if you prefer, but rinse well and it is better to use cleansing cream first.

On the *special skin night*, cleanse well, then pat into the face and neck a good skin-food, using an upward and outward movement. Then, gently slap the face—the cheeks, the forehead, under the eyes (gently), under the chin, at each side of the neck under the ears—do this for at least five minutes, longer if you can. Work along the muscles paying special attention

around the mouth and under the chin. This brings up the circulation, keeps the skin firm and helps to prevent wrinkles. The cream may be left on the face if desired, this one night. But usually, the pores of the skin should be left free to breathe. The special face treatments may be alternated with face packs if they are liked and agree with the skin. These, too, are especially recommended for beauty treatments any night or day when one wants to present an attractive appearance as they are exceedingly refreshing and rejuvenating in effect.

The oily skin may be cleansed with soap and water, even tho cleansing cream is used afterward, taking care to rinse well. If blackheads are present, take this special night for special cleansing. Steaming will not injure the oily skin and a little sulphur dissolved in the water from which the steam comes will help. An astringent, cold water and ice should be used after the blackheads are removed and this steaming should be done just before retiring.

Another night, specialize on the hair. Let it hang loose and in the open air or near a window, if possible.

Hats and coiffures suffocate hair. Give as much time to this as possible. And massage the scalp, every inch of it. It needs this to keep it loose and supple. Massage increases the circulation and nourishes the scalp. Of course if you do your own shampooing, this must be done at your own convenience and according to the needs of your hair. But dry in the sun and air if possible. Give the hair an occasional oil treatment and a tonic when it needs it.

On the special eye night, plan to go to bed an hour earlier. Don't read or use your eyes in any way. There's nothing like rest to give

(Continued on page 71)

## Why Not a Beauty Budget?

Everything is budgeted now—even time.

And there is time for everything. For beauty most of all.

Plan your beauty budget and live up to it faithfully.

Make it a really important part of the business of living.

Take time to add to your loveliness. It adds to the beauty of the world.

And we need beauty—all we can get.



# A Titled Business Woman

(Continued from page 13)

all right? Should I have worn my tan hat instead of the black one? Would I become awkward and embarrassed and tongue-tied and overcome by my own sense of provincialism before this noble cosmopolite—this titled citizen of the world? I am afraid—if the interview had not been all arranged and the Baroness de Souiny waiting—I should have turned and fled to the top of one of the busses that trundled up Fifth Avenue.

The club-house of the New York and Professional Women was reached too soon. My breath left me, and I was afraid that I could not catch it again before some one answered my ring—but breath, like the proverbial cat, always seems to come back. In a moment I found myself asking for our Baroness.

"She is down in the dining-room waiting for you, and she has with her a Russian Princess," I was told.

A Baroness and a Princess at once! That was too much. I followed my guide somewhat wobblely down the winding stairs to the attractive dining-room where New York's most interesting business women gather—and there, behind one of the side tables close to the wall, was an exquisite little person standing with outstretched hands to greet me. She had white hair, I could see under her hat, and cheeks of a delicate rose-leaf shade, eyes that were aquamarine in their blueness, and teeth which actually resembled the texture of pearl. But her expression struck me even more than her features—there was a gentle sadness written on her face, and such wisdom as is founded only thru human experience.

There was a warm, enveloping hand-clasp which routed my uneasiness. And then I was introduced to the demure, slender woman with the brown hair shot thru with glints of gold, the modest clothes, and golden green eyes who sat opposite. It was the Princess! She too was sad. And why not? It is a sorry world, just now, is it not for princesses? This one, like the Baroness, had lost everything, and had come to this country with her children. And what do you think she had turned her hand to for a living? She was employed daily at embroidery work for the French shop of one of the department stores at \$24 a week.

The business of ordering the luncheon was over with deftness and dispatch, and we were at our interview, while the Princess who knew very little English listened and "improved herself" and occasionally chimed in with an exclamation in French.

The Baroness said that she considered it absolutely essential to the success of a business woman to make the most of her appearance.

"She must express harmony," said the Baroness. "Every detail of her dressing must be just so. Her clothes and grooming must be given real thought and preparation. They are her tools with which to carve out business success—just as her intelligence, and tact and adaptability are her tools.

"The business woman needs to be attractive and harmoniously groomed, not only because it is everybody's duty to appear as pleasant as possible—but because clothes, if they are discordant, may react unfavorably on some person it is desirable not to offend.

"It is awful," said the Baroness, "oh dreadful—what some women do without thinking. One young woman I know started out one afternoon to meet and interview a prominent gentleman and try to interest him in a bond issue. A serious undertaking. My young friend wore a frivolous red hat—unbecoming and hideous.

"I could not let her go with that hat on. I knew that no gentleman in talking to a woman dressed in that hat could be persuaded to invest in or consider the proposition she had to sell. The hat would not have let him. It would have distracted him. It would have taken his attention away from her talk, intruded itself upon his thoughts. Subconsciously he would be distrusting the judgment of the lady who could choose something so cut of taste to wear for a business call."

The Baroness told her friend to go home and change her hat for a neat blue one. The sale was made.

"The hat is very important, as you can see, to the business woman," said the Baroness de Souiny. "It must not be too big, too bright, too extreme. I prefer small hats—trimmed with substantial things like ribbon or buckles which will stand all sorts of weather—for business hours.

"But it is the same with the other things—collars, blouses, shoes, dresses. They should all be quiet and good and in perfect taste and accord. Nothing disturbing such as bright beads or trinkets, violent colors, extreme lines, stripes or bright checks or patterns should be worn. These things all take attention to themselves, and confuse the mind of a listener, distract him, or even tire him out, tho he may not be aware of it. The business woman who is wise molds her clothes into a neutral background. She does not let her clothes compete with her intelligence for attention."

The Baroness de Souiny believes that one of the greatest faults of the dressing of the average American working girl is her desire to be over-elaborate. It is the tendency of this type of girl, the Baroness believes, to buy one dress which is more expensive and elaborate than her means should allow, and to wear it day in and day out until it is worn out and she has saved enough money to purchase another one just as over-dressy. This observation is born out by the testimony of a worker in one of New York's large settlement houses where working girls come in great numbers. This social worker says that the girls whom she knows wear copies of the most ultra modish frocks, for which many of them go in debt. Then they must wear them constantly, without change, until the season ends.

"How unpleasant this is," said the Baroness, who would, if she might, persuade all girls working in offices to wear the simplest of costumes, almost uniforms—straight little one-piece grey linen or cotton dresses with white collars in the summer, and black or blue serge dresses with the same white collars in the winter. The style would be so unpretentious that the girls could make the dresses themselves. And because of their cheapness, each girl would be able to have several, and could wear them on alternating days.

"Freshness and cleanliness are charms which the woman who succeeds will never neglect," said the Baroness de Souiny. "And they are not easy to attain, either. It requires real discipline to be a good business woman—and a neat one at the same time. There is a tendency to neglect clothes at the end of a tiring day. But the morning comes around in a twinkling—and the woman who has not put into practice the old adage 'a stitch in time saves nine,' finds herself in a mad scramble to start the day.

"The woman who permits herself and her clothes to be all tag-ends reflects a certain disorder of thinking, of course, and no business wants that. I know of a brilliant young saleswoman who lost an attractive position because she always had wisps of stringy hair hanging down like tails about her neck, her collars were always soiled and mussed, her hats badly battered, and her finger-nails broken. The company was afraid that customers would think the firm as shabby as she."

We went up to the large, orderly room on the third floor of the club-house where the Baroness was temporarily living. There she took off her hat, and uncovered a small, graceful head of silver-white hair which was set off most effectively by amber combs and amber hair-pins.

She let me take a peek into her clothes press, a large roomy place. On countless hangers hung the most charming of clothes—three-piece suits for the office, in blues mostly, with short Eton jackets, a dozen or more dinner and evening gowns in subdued colors, and all on the most svelte lines. Those deceiving lines that look so simple and cost so much.

There was not a high, tight collar in the whole number of gowns. The Baroness will not wear tight collars because she does not think them becoming and because she does not want pressure against the back of her neck. With her work-a-day three-piece suits she invariably wears white organdie collars which launder easily and may be put on fresh every morning. She recommends them to other women. She likes the effect of collars that roll away from the neck in a V-shape because they form a sort of soft and pleasing frame or setting for the throat and head.

She is also most fastidious about her gloves. They must be immaculate, and are of grey or tan, colored washable chamois. Often times she changes them in the middle of the day. On hard days she is apt to change her entire wardrobe at lunch time. She finds it restful and helpful, too. She especially recommends a change of shoes and stockings during the day to the woman who must walk a great deal or be upon her feet.

The Baroness de Souiny would have business women—any women—take a lesson in their dressing from the men.

"Men are not affected noticeably by fads," she says. "No matter what happens they may always be found in their restful, clean-cut suits and their spotless collars, fresh shirts and cuffs, while the girls go off on any tangent the style-makers set them on.

"What would we have thought the past few months," the Baroness asked with a smile, "if the men had taken up the Tut-ankh-Amen blouse?"





## Our Letter Box

This department is for you. We invite your criticism—and welcome suggestions. Wont you write us frankly what you think of BEAUTY, its various features and departments? Which series or department do you like best? What articles have helped you most? We receive many splendid letters but we want more. Remember, this is your page. Your full name and address are required, but only initials are used for publication



DEAR EDITOR: At the beginning of the year, a friend of mine in America sent me a copy of BEAUTY. At first I was surprised to find there was such a publication, "even in America," the land of surprises. But I read it, nevertheless, and—promptly asked my friend to send it to me every month; which has been done. Result—if I'm not so beautiful as I ought to be—don't blame BEAUTY!

People in England haven't the slightest idea of using science as an aid to beauty, in the way that Americans have—(tho "I say it as shouldn't!"). They either believe in leaving one's face "as it was in the beginning" or else daubing it crudely with paint and powder till one looks as if one had just emerged from a flour barrel to be dropped among the silver-cleaning apparatus. (Did you know rouge was good for cleaning silver? There's a hint, then.)

BEAUTY has been circulated among my girl friends at the office till it has often been returned to me almost in tatters—but still it survives, and bits are copied from it, and hints taken, and often I hear from one of my friends awhile afterwards, thanking me for the loan of "that precious magazine" for so-and-so that I saw in it, I practised, and I find it's done me no end of good."

So this may give you a little outside encouragement besides what you get "in your own cuntry." I, myself, am particularly interested in your articles on perfumes, because I am fond of good perfumes, altho I am not rich enough to afford them often. Still, it's fun to imagine one's own particular perfume and what it would be like—more so, perhaps than having it.

I will conclude by wishing you the best of good luck. Go on and prosper, to the confounding of Father Time, and the rejuvenation of Grandma!

Sincerely yours,

"A Little English Stenographer."

Can you imagine how pleased and gratified we were to get this lovely letter from across the sea. Our little friend may not be "rich" in this world's goods, but in her imagination and joyous spirit she has a gift more priceless than any other.

DEAR EDITOR: BEAUTY is in its appeal a wonderful periodical. I saw it yesterday for the first time. It held me, as it were, like the ancient mariner, with its "glittering eye" and would not let go until all the story was told.

Breathes there a soul who loves not beauty? But, beauty, as you so well prove, lies deeper than the skin.

I have read BEAUTY from beginning to end, ads and all. I am a physical-culture girl, and of course, all your suggestive advice falls not on dead ears—and I have profited by everything I've read in it.

But the message that BEAUTY has brought to me in the August issue is:

"'Tis easy enough to be pleasant,  
When life flows along like a song,  
But the man worth while, is the one who will  
smile,  
When everything goes dead wrong."

Yours in all your efforts for a glorious and everlasting BEAUTY.

Miss C. H. B., Santurce, P. R.

How well this writer interprets the real message of Beauty. And how well she expresses it!

DEAR EDITOR: YOUR BEAUTY MAGAZINE is a constant delight to me and you can believe that I look forward with appreciation to its coming every month. During a recent operation at the hospital I took several copies with me and they were enjoyed by the nurses as well as myself.

Very sincerely,

Miss F. S., Baltimore, Md.

Not a long letter—but every word means something. Thank you for "passing on" Beauty.

DEAR EDITOR: I am enjoying your magazine very much. It follows along with my ideals and work, of teaching and helping women—the ART of Living the Beautiful in every way.

In my work with women, for I love to work for their happiness and good, I have seen them bring forth wonderful results in their lives, in beauty, in health, in renewed youth in their personalities and in their loves. Not only in the young but in the older women. So I am glad to see the good things in your magazine; it shows another sign of the times, that humanity is tending towards the beautiful in our lives and our bodies, which helps to bring forth a more Spiritual quality to the race, for to me beauty, wherever it may be, is an essence, as perfume is to the flower, of the spirit of the highest.

At first my work led along the lines of Psychology. I took my own life and char-

acter in hand and by practical methods I remade my whole life—I studied the Mystical—the Philosophies of life, The Science of Numbers which teach the laws of Vibration of Life and which has given me a working principle of the laws of vibration including color—rhythm and the law of motion.

And from all this I have realized the essential laws of co-ordination of mind and body—with proper physical and mental exercises, which enables the soul to come forth in its true expression.

I hope I am not tiring you with this long letter and want to add my thoughts of success to your magazine.

I am sincerely,

F. J., Seattle, Wash.

Here is a message that we want all our readers to read, study and profit thereby. Thank you, dear lady, and we hope to hear from you again.

DEAR EDITOR: Last week I received a check for One Dollar from the Whispering Corner of your BEAUTY MAGAZINE for which I wish to thank you. On the next page I am contributing a few "remembers," also a few verses, which you might care to publish.

Curiosity first prompted me to buy a BEAUTY and every number since then finds me just as curious. I am saving all my copies and intend to have some of the pictures that have been published, framed. I find some of them are very interesting studies.

Yours very truly,

MRS. L. H., Petaluma, Cal.

Curiosity, rightly directed, may be exceedingly helpful. If we were not curious about anything we would learn but little! That's right. Save your copies and watch the improvement in each issue.

DEAR EDITOR: To say I am thoroly interested in BEAUTY is certainly putting it mildly. I think it wonderful—the suggestions and helpful reading therein. Each article is so interesting I can hardly wait for the next issue.

I think your Fashion article is certainly smart.

I would suggest an article on Etiquette and Culture—a very good one. Both play a very important part with BEAUTY.

I am very much interested in the article, "The School of Beauty," or "Beauty's Garden," and hope to learn more from it.

I have been following out many of your health and dietetic suggestions and have had splendid results.

Am strong for you—BEAUTY.

Sincerely,

J. K. G., Garibaldi, Ore.

We are glad you find so much of interest in Beauty, and you are right, Etiquette and Culture do play important parts with Beauty.

### To Our Readers

Do you want to know about clothes, colors, how and where to shop, about health, diet, exercise; do you have special hair or skin problems? Write us—we assure you prompt attention and expert advice. To simplify matters, address all letters to The Service Editor. Each letter requiring a personal answer should be accompanied by a stamped self-addressed envelope. Remember—

The Service Editor, BEAUTY,  
175 Duffield St., Brooklyn, N. Y.



# Teeth and Their Care

PERHAPS one of the most essential things toward attaining beauty is the possession of beautiful teeth. There is nothing that adds more to a woman's attractiveness, nor gives her a greater incentive to smile, than a set of teeth that are white and even. Every woman of good taste appreciates this truth, but many of them are ignorant of how to care for their teeth, aside from brushing them daily. This alone is not sufficient to keep the teeth in perfect condition. To begin with, it is necessary to consult a dentist at least twice a year. In this way, the slightest symptom of trouble is corrected before it can cause any serious injury.

There are numerous ways of preserving the teeth that can be practised at home by the individual. A well-known authority on the care of the teeth says that if the mouth were thoroly washed out at night, and the teeth rubbed with very fine precipitated chalk just before retiring, there would not be one case of decayed teeth and receding gums where now there are four.

For an ordinary mouth-wash, nothing could be better than tincture of myrrh. It should be on the toilet table of every woman who wants to preserve the beauty of her teeth. A few drops of this in a glass of water not only makes a splendid dentifrice but is also of great value in helping to overcome the various maladies to which the mouth is subject.

The teeth should be washed with lukewarm water on arising in the morning, after each meal, and before

retiring. And remember that it's as necessary to keep the gums firm and healthy as it is to keep the teeth white and clean.

It is best to choose a brush that is neither too stiff nor too soft. The teeth should be brushed thoroly both front and back, inside and outside, with an up-and-down motion of the brush. Great care should be taken to reach crevices in the flat crowns of the back teeth where food is apt to lodge.

Where there is any tendency to acidity, washing the mouth well, with milk of magnesia every night, will do wonders towards correcting this disagreeable condition, as well as preventing any decay which might come from chemical decomposition.

Diet has much to do with the welfare of the teeth. It has been said that if coarse breads were to be used instead of the ordinary white bread which is so popular, the dentists would have fewer patients.

An excellent antiseptic to preserve the teeth, as well as keep the breath sweet, is peroxide of hydrogen. It will also bleach yellow teeth.

Stains upon the teeth can often be removed by the occasional use of powdered pumice stone.

Extremes of temperature affect the teeth and it is not the part of wisdom to take either very cold or very hot things, as it is apt to crack the enamel.

Any medicine which has a tendency to stain the teeth should be taken thru a glass tube.

## If You Would Have a Clear, Smooth Skin

EAT moderately of simple, plain food. Avoid too much candy, fried foods and condiments.

Take enough exercise to keep the vital organs in good working condition.

Keep the alimentary canal open.

Have plenty of pure fresh air day and night.

Drink water freely.

Bathe the entire body once a day and rub it briskly in order to bring a glow to the surface and keep the pores open.

Avoid fatigue. Get a regular amount of rest every night—tired nerves affect the nourishment of the skin.

And, last but not least, keep the mind contented and free from worry.

## The Use of Perfume

HISTORY tells us that during the Middle Ages people of all classes depended too much on perfumes and deodorants, and too little on soap and water.

Perfume has a legitimate place in the toilet and in the household; but its excessive use is far more objectionable than not to employ it at all. Its purpose is to add a touch of dainty freshness to the body already clean, sweet and healthy.

There are times and places for perfumes; for a girl in the schoolroom or office to be saturated with any kind of smelling stuff does not speak well for her taste or efficiency. A very sparing use of some faint toilet-water or a good, perfumed face-powder is not objectionable for the office employee. Even in the evening, when perfume is strictly proper, it is better always to use an atomizer and follow the rule of applying just a little less than seems necessary.

Toilet waters are in high favor with many particular women. They carry a refreshing hint of cleanliness, and are always in good taste. People of a very sensitive smelling sense, and especially convalescents, usually like lavender, Florida water and orange water. A doctor tells me that one of the simplest ways to

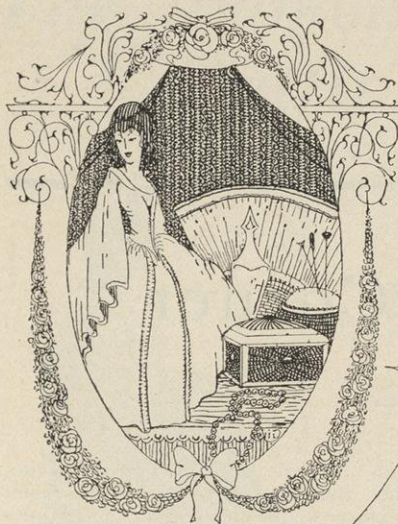
refresh a patient in bed on a hot day is to dab a tiny bit of a favorite perfume just behind each ear.

Some girls, fastidious in other respects, do not give enough thought to their hands. The palms are very retentive of odors, and it is a fine plan to rub a bit of perfume between them, as a conclusion of the hand washing. Perfumed soaps, when they are of really good quality, are to be recommended. Lavender soap is agreeable, and heather is remarkably sweet and refreshing to the hands.

Sachets are becoming constantly more popular, particularly in the girl's own room. Even the girl, who for any reason does not care to use perfume, will be pleased at the effect of a lavender or violet envelope in each of her bureau drawers. Strong sachets are inadvisable, particularly as they may conflict with the girl's favorite liquid perfume. Many women now use sachet in their hair, tho I believe orris-root powder dusted thru, then brushed out thoroly, is better for this use.

One of the nicest things for a linen-closet is dried roses, or even a mixture of fresh flowers. A rose-jar adds attractiveness to the bed-chamber. To most persons lavender is the most agreeable sachet for bed-linen.





# The Beauty Box

By  
Corliss Palmer

*To my readers:* I want to serve and please you in every way and as promptly as possible, but all answers must appear in their turn. Unless very confidential, I cannot answer letters by mail, in which case a stamped, self-addressed envelope should accompany letter. As evidence of good faith, every inquiry must contain the name and address of the sender, which will not be printed. I urge you to read all answers and to file them away for future reference.



N. L.—I do not believe you have very much to worry about so far as looks go. You surely are fortunate, too, in having curly hair. If you want to let it grow, there is not much to do during the process. You might comb a portion straight back and pin it, and some girls turn the hair under and pin it in place, but that is rather difficult. However, yours cannot look very bad as long as it is so curly. Eliminate all sweets from your diet for a time and you will notice a difference in your weight.

ZEPHUR.—I am sorry, but I cannot recommend facial surgery, altho I know that there have been a great many successful operations. If you want to attempt anything of this kind, I advise you to consult your own physician, or a reliable physician in the nearest large city, before deciding about this. Study your profile and don't arrange your hair so that it accentuates the length of your nose. You can easily figure this out for yourself with a hand-mirror, and some patience and perseverance.

RUTH.—You say that this department is a source of encouragement and inspiration to get the best from life. I am glad you see it that way, as that is what we want it to be. I think the electric needle might remedy the defect you mention, but be sure to select a good specialist. Perhaps a skin-specialist could help you.

JANE.—It always seems probable that deep circles and the condition of the skin under the eyes, such as you describe, must be due to some internal disorder, and it might be well to consult your physician before home treatment. Be sure to get plenty of sleep, and perhaps you do not have enough outdoor exercise. Good blood circulation might help this condition. Bathe the eyes frequently and use cold water and ice occasionally around the eyes.

ESTHER.—Such a lot of questions! Spirits of ammonia and peroxide may be used for bleaching superfluous hair, but use as much water as you use of the other ingredients. While reducing, take plenty of exercise to keep the muscles from becoming flabby, and also use plenty of cold water, especially on the face and neck. Also give the face and neck an ice rub once or twice every day. This keeps the skin firm. The reducer you mention is highly recommended. No, the bob has not gone out of style and a permanent wave is not injurious, if you select a good operator.

EDITH.—If your complexion is good, I can see no reason why you need to use a clay pack. Of course, it is a very good treatment for blackheads and relaxed muscles, and once in a great while, if you feel tired, or want to make an unusually good appearance, there would be no harm in your using it. I do not advise the constant use of hair-pads, as they keep the head too warm. The best tonic for the hair is massage of the scalp. Massage the scalp every night with the tips of the fingers, until it is loose all over your head.

JENNIE.—I think you will find a formula for thick lips in October BEAUTY. The nose-adjuster you mention is well recommended. An effective and inexpensive skin-food is lanolin, which you can purchase in small tubes at any drug-store.

H. J. P.—I believe the whiteheads are more difficult to cure than blackheads. Perhaps you need to consult a skin-specialist. A careful diet and plenty of outdoor exercise to keep the blood circulated well and carry away the impurities, will do as much for this condition as anything. And, of course, you must observe scrupulous cleanliness.

MARIETTA.—If you will read the lessons now running in BEAUTY, called "The Power and Poetry of Breathing," I think you will find that they will help your condition. The October lesson should be especially helpful. Deep breathing, too, will help you, and use an astringent and cold water.

JUANITA.—Read answer above, and then without fail, read the lesson by Penelope Knapp on "The Power and Poetry of Breathing." Am sure this will help you, if you persist. Yours was a very nice letter, and I am sorry you have had to wait so long for an answer.

JULIA.—I believe kid curlers are what you want for your hair. Just roll your hair up loosely and fold them over. I think that will make the kind of wave you want. About your mother's hair, I would advise a great deal of brushing to take the stiffness out, and thoro massage of the scalp every night. Also, frequent shampoos. Then, let her try waving it with the kid curlers; then part it in the middle and comb it down over the ears into a knot at the back of the neck. I imagine that will be very becoming to her. For reducing the abdomen, busts and ankles, read advice given to Marietta, above, concerning the article in October BEAUTY. Try lemon juice for the liver

spots and the freckles, or a freckle-cream. Apply vaseline or castor-oil to the brows and lashes to promote their growth. Sorry, but we cannot recommend any special creams in this department. For sleeplessness, try taking a walk, or practise deep breathing in the open air, just before retiring.

N. E. B.—Read answer to Marietta, and continue your dieting. This will not affect your health if you are following a correct diet. It is not necessary to starve or go hungry. There are all kinds of foods that are not fattening.

BETTY.—I have never heard that a permanent wave will cause grey hair. Neither have I heard that the electric needle will cause cancer. I believe the electrolysis is a safe cure for superfluous hair and moles. Read answer to Esther about bleaching superfluous hair.

FLORENCE.—The treatment you are giving your face is very good. After a period of too much cream and make-up, which in your case seems to have caused enlarged pores, it is better to discontinue it for a time, and the simple treatment of soap and water, astringent and ice is just the thing.

IRENE.—I agree with you that you are too young to have a creased and wrinkled neck. Use plenty of good skin-food at night, massaging it well into the skin, and in the morning, use cold water and ice. I think you will find some hints about the treatment of the neck in this issue of BEAUTY.

MRS. P. K.—Read answer above.

M. S.—Read Dr. Brewster's article in this issue of BEAUTY, and it will help you about foods. The main thing is to eat foods that agree with you, and do not eat too many sweets and oily foods. You must have a good foundation for a beautiful complexion.

RUTH R.—Egg shampoo is supposed to darken the hair. Beat the yolk and with the tips of the fingers rub it well into the scalp, getting as little on the hair as possible. Then, you must, of course, thoroly wash the hair and the scalp, rinsing in several waters, so as to remove every bit of egg.

MRS. W. J. C.—Read answer to Marietta.

FLORENCE.—If you have been following the lessons in BEAUTY, called "The Power and Poetry of Breathing," you have found that these exercises are very good and just what you need. Other ex-

(Continued on page 80)





# Whispering

# Corner



**TO OUR READERS:** Here are a few of the hundreds of beauty secrets received, simple little recipes handed down, some of them, no doubt, from grandmother to mother, and to the younger generation. As announced, we will print, each month, the best of these beauty secrets. For each one accepted we will pay one dollar. The contributions must be accompanied by the correct name and address of the sender, and should not exceed five hundred words in length. No manuscripts can be returned. Address, The Whispering Corner, BEAUTY, 175 Duffield Street, Brooklyn, N. Y.

## TO WHITEN THE NECK

Moisten the neck with hot olive-oil and allow it to remain on for some little time. Wipe this off and rub on the cut surface of a lemon. When this begins to smart, bathe the neck in warm water followed by cold water. Alternate this treatment with a good soap rub, allowing the soap to dry on before removing. This will keep the neck smooth and white and will also have a tendency to fill out hollows. —Mrs. O. N., Colorado Springs, Colo.

## A BEAUTY PASTE

A beauty paste, the formula for which was given me by a Chinese chemist, keeps my skin in perfect condition when I use it once a week. It is made as follows: Stir up a paste of almond meal and pure honey, adding enough witch-hazel to make it spread easily. Fifteen to twenty minutes is long enough to leave it on. Wash off, dash cold water over the face, and rub in a good almond-oil cream. This works wonders with enlarged pores. —F. B., San Francisco, Cal.

## SOFT, WHITE HANDS

A friend of over forty years of age, who does all her own housework, even to the laundry work, and yet who is noted for her beautiful white, soft hands, gave me the following "beauty secret" of her method. Every night she scrubs her hands with soap and very hot water. This is rinsed off with very cold water and the hands let remain in the cold water for a few minutes. The hands are then plastered with a paste made from four ounces of rose-water, five drops of benzoin, one teaspoonful of powdered borax and sufficient powdered oatmeal and almond meal to make a paste. Then slip the hands into large gloves. In the morning this paste is rubbed off with a good cleansing cream. —Mrs. C. C. A., Mt. Pleasant, Iowa.

## TO KEEP GOLDEN HAIR LIGHT

I have always been complimented on my beautiful golden hair, and this is the way I have kept it from getting darker:

Get at any drug-store ten cents' worth of camomile tea and prepare it as you

would any ordinary tea. After it has cooled, strain. Then shampoo your hair with pure soap and in the last rinsing water pour the camomile tea, rubbing it well into the scalp and hair. This tea is known as a scalp stimulant and is very beneficial to the hair and scalp. Therefore, you may use this preparation as often as desired. —The Golden Blonde, Minneapolis, Minn.

## TAN, MOTH-PATCHES AND FRECKLES

Spread fresh buttermilk over face, neck and arms. Then while milk is still wet, powder with flowers of sulphur, enough to make a thick coat. Repeat this for three or four days, allowing to remain from one to two hours. This treatment is one of the quickest bleaches, and the most harmless. —M. M., Athens, Ga.

## HOME REMEDY FOR WRINKLED FACES

Thousands of the fair sex are spending fortunes in frantic efforts to remove the signs of premature age from their faces. If they only knew it, the most effective remedy imaginable is a simple, harmless lotion which can be made up at home in less than a minute.

Get an ounce of pure powdered saxolite and half a pint of witch-hazel at the drug-store and mix the two. Apply this daily for a while as a refreshing face wash. Even after the first treatment a marked improvement is noticed and the face has a snug, firm feeling that is most pleasing. —Miss D. K., Honolulu, Hawaii.

## FOR DOUBLE CHIN

We all know how unsightly a double chin is, and this is how I cured mine, and several friends proved it a success.

With the head thrown back, open the mouth wide and bring it shut again as tho chewing something. Strain the muscles in the chin and neck as much as possible and repeat several times a day for several weeks. I always practise it at night while doing my regular exercises and it keeps the cords of the neck in good condition and from getting stiff or sore when I have a cold.

Of course over-eating and too much sweets often cause a double chin, so look to that cause too, while practising the exercise. —E. M. A., Grimsby, Ont.

## GIVING ONE'S SKIN A DRINK

Fill your basin nearly to the brim with warm water. Tie your hair back so it will not become wet and take a deep breath. Immerse your face in the hot water and keep it there as long as you can hold your breath. Raise your face and take another deep breath and immerse

again. Repeat this process until altogether your face has been in the water from three to five minutes. If you can open your eyes a few times while under the water, they will be greatly benefited.

When you remove your face from the water and pat dry, your skin will have a freshness and bloom that will amaze you. Do this at any time when you want to look your prettiest and soon you will be receiving compliments on your lovely complexion. —Mrs. V. F., Pocatello, Idaho.

## A REMEDY FOR BLACKHEADS

For some time I have been troubled with blackheads and having tried nearly every preparation, I feel that I am in a position to write on the subject. I have discovered a very simple but sure method of getting rid of those disfiguring blemishes.

First wring out a wash-cloth in hot water and hold over parts affected until the skin is quite pink. Then using your wash-cloth, work up a good lather of yellow soap and gently apply to parts mentioned. Rinse well in first hot then cold water and finally run a piece of ice quickly over and dry. Applying a good astringent after this treatment will help to get the pores back to a healthy condition.

You will find a decided improvement after the first treatment, but as some blackheads are deeper set than others, it will be necessary to repeat the treatment daily for at least a week. This soap is not irritating, altho the skin will no doubt be a little tender after the treatment. If so, a good cold-cream rubbed in, and the surplus wiped off, will help.

As I have said, this is a very simple remedy, and I believe that others will think so too. —Mrs. T. S. N., Cleveland, Ohio.

## HARMLESS HAIR DYE

An old reliable remedy for a few grey hairs in an otherwise lovely head! My old Southern mammy informed me that she has used it on my mother and her mother on my grandmother. It is quite simple and harmless. To one and one-half ounces of black tea (drinking tea) pour a quart of boiling water and allow to boil half-hour or more. Remove from the fire and allow to steep all night. Literally wash the hair in it. This is done preferably a day or so after the regular shampoo. It will be more effective if used then. The only ones who may not use this remedy are extreme blondes, and they don't need to fret, for to them grey locks are becoming. —Miss E. L., Columbus, Ga.



# The Famous Nestlé LANOIL Home Outfit for Permanent Waving

Sent Everywhere on 30 Days' Free Trial

## Scores a Brilliant Success

Husbands Wave Wives, Mothers Wave Children, Friends Wave One Another and Send Us Photos. Over 80,000 Now in Use.

Mrs. J. A. Ross' Hair Before and After Her LANOIL Wave

BEFORE

AFTER



A PLEASANT afternoon with the Home Outfit turned the straight unsatisfactory bob of MISS BETTY STECHER (standing) into these fascinating ringlets and curls, and the long straight hair of Miss GERALDINE CERNY (sitting) into beautiful permanent waves.

### Before and After

FROM Salina, Kans., MRS. ROSS (both photos at right) writes, "My hair was so straight, dry and fine, I could do nothing with it till I curled it with your marvelous Outfit, Mr. Nestlé."



Mother Delighted with Daughter's Curls

"Although Elizabeth's hair is very fine, your Outfit curled it beautifully. I am delighted, and believe the Nestlé Outfit should be used in every family afflicted with straight hair," writes MRS. WILEY JONES, 1225 Claremont Ave., Decatur, Ill.

**T**HE success of the wonderful Nestlé LANOIL Home Outfit, invented by the eminent New York hair genius, Mr. C. Nestlé, for permanent waving in the home is truly a sensation. Wherever it goes, this dainty apparatus transforms quickly and easily the dull, lankiest hair into bright, soft waves, curls and ringlets that shampoos, fog, rain and perspiration only make curlier and wavier!

Imagine yourself with naturally curly hair ALWAYS. No more curling kids, irons or sticky fluids. Just a single application of the Home Outfit. Is it too good to believe? Yet, over 80,000 families have already banished the old-fashioned, temporary curling methods. Their photos, their letters testify to their thrilling happiness with genuine naturally curly hair.

### Safely Waves Children of Four

Everyone is enthusiastic over the simple, interesting application of the

### Curly Hair for Baby a special lotion

The Nestlé Baby Scalp Treatment, a special lotion prepared by the Nestlé laboratories, to encourage the growth of naturally curly hair, has been used effectively by thousands of mothers. If child is still under 2 years of age, write or use the coupon opposite for Mr. Nestlé's free descriptive booklet, or, better still, send immediately for the treatment with directions for use.

Single tubes, \$1.00 Six tubes, \$5.00  
Nine tubes, \$7.50

(nine tubes are the limit necessary for good results)

### Shampoo Makes LANOIL-Waved Bob Curlier

"Your clever invention put an end to nightly curlers for ELVA'S bob," writes MRS. LLOYD, Walla Walla, Wn. "Each day makes us happier with her lovely natural ringlets and curls."



Our fully illustrated explanatory booklet sent free on request

Outfit. In one family, three generations were waved in a single day. The same Outfit waves relatives, friends and neighbors. It is used with PERFECT SAFETY and comfort on children as young as four years for this is the same famous LANOIL Process employed by Mr. Nestlé in his two magnificent New York Establishments, where over 200 fashionable women are permanently waved every day.

### Gladly Sent on 30 Days' Free Trial

You may have our free booklet before ordering, if you prefer, but it will not cost you a cent to send directly for the little Outfit on free trial. You also get free supplies. Use them. Then wash your hair, and see whether you can get the soft waves and curls lanky again. The more you wet them, the curlier will they become. Yet, if you are not delighted, no explanations are necessary. Just return the Outfit within 30 days, and every cent of the \$15 deposited with us or with your postman will be immediately refunded.

We take all responsibility for your success or failure! Let this wonderful invention prove to you today that you too can rid yourself of your straight hair troubles. Send for it on free trial by coupon, letter or postal. Remember it will last a lifetime, and only requires additional supplies, costing very little, to do as many heads as you desire.

### Easy Money In Your Spare Time

The efficient, guaranteed little Home Outfit can increase your income, as well as wave your hair. Several hundred women and girls are making considerable pin-money—even a good living by selling it in their neighborhood. We shall be glad to send you full details on request.

NESTLÉ LANOIL CO., LTD., Dept. B  
ESTABLISHED 1905  
12 and 14 East 49th Street, New York City  
Just off Fifth Avenue

Fill in, tear off, and mail this coupon today

NESTLÉ LANOIL CO., LTD.,  
Dept. B, 12 and 14 East 49th Street,  
New York City, N. Y.

Please send me the Nestlé LANOIL Home Outfit for Permanent Waving. I understand that if, after using the Outfit and the free trial materials, I am not satisfied, I may return the Outfit any time within 30 days, and receive back every cent of its cost of \$15.

☐ I enclose \$15 in check, money order, or bank draft as a deposit.

☐ I prefer to deposit the \$15 with my postman when the Outfit arrives.

OR, check HERE... if only free booklet of further Home Outfit particulars is desired. AND, HERE... for special Baby Scalp Treatment Booklet.

Name.....

Street.....

City..... State.....



# Home Sweet Home Up To Date

(Continued from page 22)

to this call for a demonstration, and in every case the result was gratifying in the number of new homes built or of old ones remodeled or improved. Last June, with the coming of the national convention of Shriners to Washington, the Federation saw an opportunity to give nation-wide publicity to a model home and Miss Lida Hafford, director of the Federation's headquarters in Washington, was asked to put on the demonstration.

What a demonstration it was! The cunningest, spick-and-span-est, most artistic of homes, set in the wide sweep of park at the rear of the Treasury Building, with vines running over its trellises, with flowers nodding in its window-boxes, with children playing in the sand-boxes of its model back yard. Inside, furnished completely, down to the last detail. Dining-room ready to dine, living-room ready to live, sleeping-rooms ready to sleep, and the darling nursery—oh, certainly that nursery was ready to nurse! The Teddy bear snuggled against the tiny embroidered pillow in the daintily enameled bed seemed just to have been released by little pink fingers.

And the kitchen! Men and women alike lingered there, asking questions, exclaiming, admiring the beauty, the completeness and the convenience of the equipment. A man from Oklahoma declared he was going home and have Ma's kitchen papered with oil-cloth before he was a week older and a prosperous-looking ranchman from Texas wondered why in Tophet nobody ever suggested raising the kitchen sink and work-table so's the women needn't break their backs bendin' over them. Young Mr. Seattle was all for installing a complete electrical equipment in the bride's kitchen. Mr. Skowegan, Maine, was entranced with the incinerator which solved the whole problem of garbage disposal and Mr. Atlanta Georgia was bowed down with remorse because he had had an electric fan on his desk for twenty years and never thought to buy Her one for the kitchen.

And this home, perfect in every detail, was built and furnished in *less than six weeks*. On the twenty-third of April the ground was broken by Mr. Herbert Hoover, chairman of the committee. On the fourth of June the finished, furnished house was dedicated by the late President Harding, with Mrs. Harding and a large group of other notables looking on, with the Marine Band

playing Home Sweet Home, and thousands of spectators joining in the chorus. Think of that, you folk who have started to build in late summer "so as to get in the new house before Christmas," and found yourself in the springtime staring at a bleak skeleton of your dreams and wondering if you *could* get in by the Fourth of July.

Miss Hafford, the person responsible for all this amazing efficiency and dispatch, was to be found every day of the demonstration standing quietly in some corner, keeping the crowd moving in the right direction with a pleasant word or two. Her explanation of the way the thing was accomplished was short and to the point. "They put it up to me to see that a house was built and furnished and ready to open to the public when the Shriner's convention came," she said. "So of course it had to be done, and it was!"

Just like that!

As a matter of fact, builders and contractors said it simply wasn't possible. An eight-room house with two baths, heating plant, plumbing and electrical fixtures all installed, in six weeks? Furnished too? Absurd!

"But it *has* to be," said Miss Hafford, and sent off messages to fifteen national manufacturing associations. "Can you all get together and set up a model home in a month," was what she asked, in effect. Of course being men they had to hold numerous conferences, before they committed themselves. But their answer was "*We Can*" and they did.

Naturally, every manufacturer put the very best of his products into the model house that was to be viewed by visitors from every state in the Union. And just as naturally the merchants of Washington who gave (not loaned, *gave*) the furnishings were just as anxious to put *their* best feet forward. So the result was as near perfection as anything can be in an imperfect world.

By the time this story is in print, the house will have been moved to another spot, and set on a solid foundation with a finished basement and cellar. For the plan is to keep it as a permanent exhibit which will interest all the home-owners, actual or potential, who visit Washington.

"It is a model home," Miss Hafford explains. "Not *the* model home. Tastes vary. Prices vary in different localities.

This house may be built in Washington or New York for \$11,800. In many places it could be done for much less. This cost allows for the very best of materials and workmanship. The idea was to construct a house which would be practical, and at the same time beautiful. A house to fit the average family—mother, father and three children. A house so conveniently arranged, well equipped, that mother could do all the work if necessary, and still have time for rest and peace and beauty in her own life.

"We Americans are just being awakened to the need of beauty in every-day life. The beauty that does not dwell in art galleries or museums, but in the furnishings of our homes, the utensils that we use every day. That is what we are trying to show here. Also, we wish to stress the thought that a woman who has a comfortable convenient workshop instead of an inconvenient, old-fashioned kitchen, may have time for herself. Time to read, time to study, time to *grow*. Time for long walks with her children. For games with them. Time to keep the little bodies perfect; to give the daily bath, brush the little heads, inculcate the habits of personal daintiness which are so invaluable. Time for herself, too. Sometimes when I read magazine articles which tell us all the things a woman should do to keep herself young and attractive I have a mental picture of how the average woman on a farm, perhaps, with no bathrooms, no modern kitchen equipment, *no* conveniences, must feel as she reads them! How could she have time or strength or ambition to perform the rites of the toilet as they are described?

"That is our object: to show the women, and men, of America, a model home which will give them ideas around which to build *their* model home, in which life may attain its fullest beauty and its highest ideals."

One of the most famous architects in America designed this modern "Home Sweet Home" house, gladly giving his services to the cause of Better Homes in America. The plans and blueprints complete may be had from the General Federation of Women's Clubs for a purely nominal charge. Anyone who is interested in them may write to the editor of *BEAUTY*, for fuller details.

## Hair Health and Hair Beauty

(Continued from page 41)

in their important bearing on the beauty of the hair. Let us not despise their influence.

We have also another mineral food element, the deficiency of which is indicated by scalp diseases—*calcium fluoride*. It has much to do with the sheen and gloss of the hair. Its absence in the system is also indicated by blueness of the finger-nails. The main vegetable source of calcium is the bran of whole grains. Whole-wheat bran contains five per cent. of calcium. White flour has one-half of one per cent. calcium. Milk has one-half per cent.

Contributing cause number two to the lack of hair health and beauty—nervous tension—may be due to several causes.

One of these is overloading the blood with an excess of nutriment in the carbonate class—the starches, sugars, fats; and an excess of meat eating. The starches, sugars and fats are the heat-energy foods. Lean meat of course is required to build muscular tissue; but the blood may easily be overloaded by its use when there is not sufficient muscular energy to use it up promptly. The excess starches, sugars and fats usually are stored as fatty tissue. The unused nourishment from excessive meat eating is apt to reform into toxic elements, which irritate the nerves, producing "tension." The blood cannot circulate where the nerve power is cut off, and we get "starved" cells.

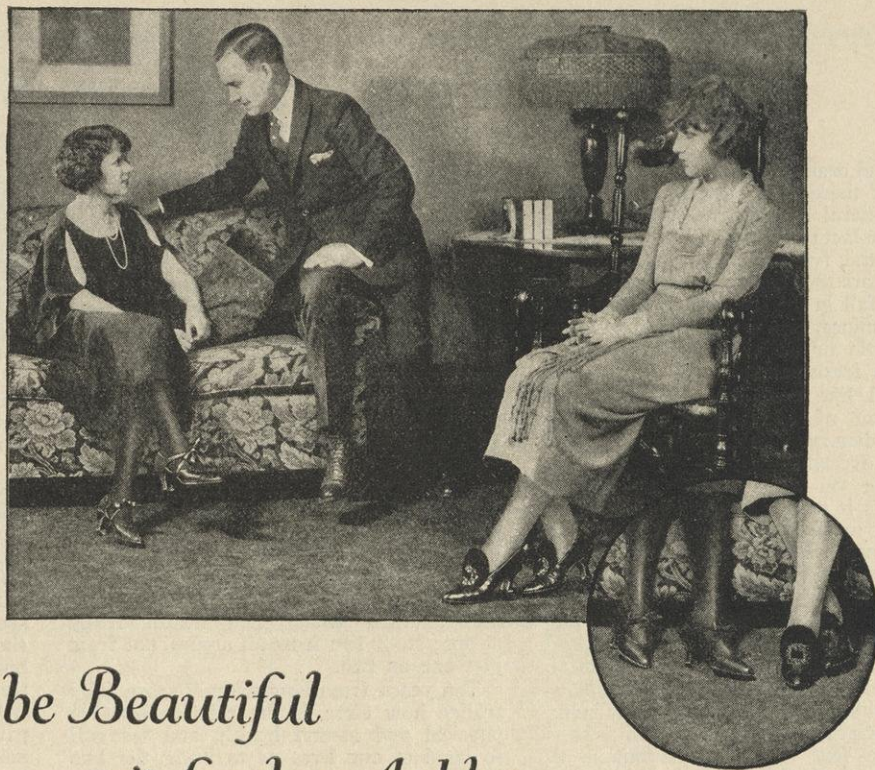
While it is true that the body is a unit

and functions as a unit, altho made up of colonies of cells, it is equally true, and a very wonderful truth, that each colony or division has its "selective affinity" for just the character of food required for its upkeep in health.

Oily, stringy hair is due to a too-rapid disintegration of the cells which secrete the oil for lubricating the hair. In a perfectly healthy scalp only a sufficient amount of this oily semi-fluid is secreted to keep the hair "glossy." There are sebaceous glands opening into all hair follicles. Each has a secreting sac thru which the cells become charged with oil drops. Finally the entire cell disintegrates, and reforms into this oily semi-fluid. And a new cell

(Continued on page 75)





She would be Beautiful  
if it weren't for her Ankles

But Now, Every Woman Can Have Pretty Ankles

### Three Wonderful NEW Electrolastic Reducers

Now Being Introduced  
By Mme. Wilmarte



Frown Lines Vanish  
Flabby Chins Melt Away  
Normal Bust Is Restored

The extraordinary success of Electrolastic Ankle Reducers has led Mme. Wilmarte to apply this same marvelous principle to three other parts of the body. Instead of treating symptoms, the Electrolastic Method gets right at the cause, and in a perfectly natural, gentle and harmless way will quickly banish a lined forehead; wrinkled, sagging chin; or large, ungraceful bust.

#### SPECIAL INTRODUCTORY PRICES

<b>BUST REDUCER</b>		
Regular Price.....	\$6.50	
Jar of Cream.....	2.00	
BOTH, a Total.....		
Value of.....	\$8.50	\$5.97
<b>CHIN REDUCER</b>		
Regular Price.....	\$3.00	
Jar of Cream.....	2.00	
BOTH, a Total.....		
Value of.....	\$5.00	\$2.37
<b>FROWN REMOVER</b>		
Regular price.....	\$2.50	
Jar of Cream.....	2.00	
BOTH, a Total.....		
Value of.....	\$4.50	\$1.97

**SEND NO MONEY**—just the coupon. But you must act at once before the Special Introductory Offer is withdrawn. Clip and mail the coupon today—now.

NO MATTER how lovely her face, how graceful her figure, no woman can be truly beautiful if her ankles are flabby and thick. Unshapely ankles give an impression of coarseness and awkwardness that all the charm of feature and form cannot dispel.

Thick ankles distress so many women! And yet today it is easy to transform them into slender, delicately modeled ankles that will appear bewitchingly beneath the hem of one's gown. A new system—The Mme. Wilmarte Method—simple, safe and sensible—gives to every consistent follower the pretty ankles that should be every woman's pride.

#### What Causes Thick Ankles

Modern modes of living—of riding instead of walking—pay for their comfort in fat accumulation. This is especially noticeable in the ankles where superfluous fatty tissues build themselves into a shapeless wall thickly padding the natural slim ankle lines.

#### The Electrolastic Ankle Reducer Removes the Padding of Fat

The most important step in the Mme. Wilmarte Method is the Electrolastic Ankle Reducer which can be slipped on and off in a second—simply drawn over the foot without lacing, straps, bandaging or bother of any kind. This ankle reducer, made of rubber containing natural drawing properties, not only carries off the fatty tissues through perspiration, but healthfully stimulates the secretion of the fat cells. Thus the ankle is reduced to its normal graceful proportions.

While many women prefer to wear Electrolastic Ankle Reducers at night, they may also be worn comfortably during the day; light, yet exceedingly durable; flesh-colored and snug fitting, they will not be noticed beneath your stockings.

*Mme. Wilmarte*

Department 11E

26 East 42nd Street, New York City

#### SPECIAL OFFER A \$2 Jar of Reducing Cream FREE With Every Order FOR A LIMITED TIME ONLY

While Mme. Wilmarte Electrolastic Ankle Reducers will reduce the ankles, we are supplying with every pair, as a special offer, a generous jar of our special Reducing Cream. This cream, rubbed thoroughly into the ankle before the reducer is drawn on, opens the pores and allows the Electrolastic Ankle Reducer to function more readily.

This unusual offer makes it possible for you—if you act at once—to get a \$3.00 pair of Electrolastic Ankle Reducers and a \$2.00 jar of Reducing Cream, all for \$2.98.

#### Send No Money

Simply send us your ankle and calf measurements. We will send you a pair of reducers and a jar of cream in plain container. Simply pay the postman on arrival \$2.98, (plus a few cents for postage), or if you prefer, send us a money order. If, after examining the Mme. Wilmarte Ankle Reducers in the privacy of your own home, you are not entirely satisfied, you may return the Ankle Reducers and the Cream, and we will refund your money at once and without question. You take absolutely no risk. For size, measure just above ankle bone.

#### Extra Length Calf Reducer

If you wish to reduce your calves as well as your ankles, the Mme. Wilmarte Extra Length Ankle and Calf Reducer, at an additional charge of \$2.00, will meet your needs.

Mme. Wilmarte, Dept. 11E,  
26 East 42nd St., New York City

Please send me your Special Offer which I have checked below. I am to receive a \$2.00 jar of Reducing Cream absolutely FREE with each device.

#### CHECK HERE

.....\$5.00 Combination of Electrolastic Ankle Reducers and Cream—Now \$2.98  
.....\$7.00 Combination Extra-Length Calf and Ankle Reducers and Cream—Now \$4.98  
.....\$8.50 Combination Bust Reducer and Cream—Now \$5.97  
.....\$5.00 Combination Chin Reducer and Cream—Now \$2.37  
.....\$4.50 Combination Frown Remover and Cream—Now \$1.97

I will pay the postman on arrival, (plus the few cents for postage). I retain the privilege of examination in the privacy of my home, and if I am not entirely satisfied I will immediately return and my money will be refunded.

My Ankle Size Is.....  
(Measure Just Above Ankle Bone)

My Calf Size Is..... My Bust Measure Is.....

Name.....  
(Print Clearly)

Address.....

City.....

Note: If you wish, send cash with order and save postage.  
(Payment must accompany all orders from outside U. S.)



# Professor Vitamine—Beauty Specialist

(Continued from page 19)

bananas and oranges appear to have a small amount of these vital food factors, but as yet the general list of fruits has not been really satisfactorily tested. As a whole, however, the fruits show more of the B and C factors than of the A. Tinned fruits and jams fall in the list of total abstinence from vitamins, and really such products are of little or no value in a world so filled with fresh natural foods.

I should like once more to emphasize the wisdom of eliminating white bread from the dietary. The indictment against it is too overwhelming to permit of its continuance on any health-diet system. Not only is it wholly lacking in vitamins, even when made with milk and yeast, but it is constipating and hard to digest. Whole wheat, bran, rye, or oatmeal bread, yellow corn-meal muffins, and gluten bread are wholesome and valuable items on any menus, especially when eaten with good fresh butter, and a properly balanced meal.

I want also to emphasize the tremendous value of milk as a food, whole raw milk, not pasteurized, and not skimmed. It is one of the few foods which contain all three kinds of vitamins. It is also one of the very few which contain protein, fats, and carbohydrates, which are as you know the vital elements that compose our foods. Every food contains one or two of these elements, but it is the exception to find one food containing them all. In fact, milk is a veritable gold-mine to the seeker after health, if a normal stomach permits of its digestion. But because of its incompatibility with certain other foods, such as succulent vegetables and sugar, the taking of milk seems best between meals instead of using it as a beverage and an adjunct to the regular meal.

Because certain of the fruits and vegetables show such a low vitamine content, do not therefore dismiss them from your

dietary, for they in all probability are important because of other qualifications, such as mineral salts, bulk, etc. Do not base your dietary conclusions on any one phase of food chemistry, but on all of them. The trouble with most "systems," either dietary or of physical culture, is that they forget that *no one part of the whole* is sufficient, the entire interrelation of the various fundamental governing facts of life must be considered and put into definitely practical application. Exercise alone cannot do all that is necessary, but must be supplemented by a scientifically correct diet. And diet alone fails to give as satisfactory results as it would were it accompanied by proper physical exercise. Do not put all your apples into one basket; do not become a crank and a faddist. Round out your knowledge of your body and of its needs; learn what good health really means; study life from all angles, not from just one or two.

Ten years from now we will more fully realize how close is the relation between physical and mental health, and we will so conduct our lives as to bring the two into the greatest possible harmony. The ancient Greeks knew that health meant beauty, and never before nor since has there existed a race which established such a high standard of physical perfection as the Greek race. And I believe that only as we aim at perfect health will we even achieve to anything approaching perfect beauty.

Since the general public first became aware of the existence of the word "vitamine," there has been instituted a widespread campaign for the eating of compressed yeast, with the idea that the yeast would supply in concentrated form the deficiency in vitamins. This originated no doubt in the fact that in the course of experiments made with the vitamins, it was

found that the yeast germ thrived exceedingly on certain of the accessory food factors, and the conclusion seemed to indicate a connection between the two which would be valuable to mankind. Also Water Soluble B is found in large quantities in yeast. So far as has been discovered there have been no disagreeable results from eating yeast, but I am strongly in favor of securing the requisite supply of vitamins from more natural, and indisputably more palatable sources than a square of compressed yeast! If there is any value to be attached to the aesthetics and the psychology of eating, we undoubtedly will not be found munching a cake of yeast when a few more years have added their quota to the present collection of dietary information.

Having introduced you to a new beauty specialist, Professor Vitamine, and having shown you how and where to find him, I hope that you will avail yourselves of his treatments every day in the week. They will be less costly than a "facial," less painful than a permanent wave, and much more productive of lasting results. You have to eat anyway, so why not learn how to eat correctly, and draw dividends of beauty as pay for your knowledge? Let Professor Vitamine into your confidence, and he will miraculously clear up your skin, brighten your eyes, and make you walk as tho the pavement were made of air. Perhaps whatever you have in the way of physical handicap is due to a "deficiency diet." Why not find out? If diseases like beri-beri, pelagra, and scurvy, can be conquered simply by supplying vitamine A, B, or C (as the case may be), then why not rid yourselves in the same way of other less serious but equally annoying disturbances? They used to say in the old days "Let George do it!" Now, let's change the slogan to "Let Professor Vitamine do it!"

## Beauty in Strange Lands

(Continued from page 37)

she wins her man. Then she is more than likely to sink back in indifference about her looks unless something arises that makes her bestir herself to hold him.

"All women have a universal belief in the power of beauty. When they give up trying to be beautiful, it is because they are either lazy or hopeless. But the ideas of what beauty is are strange and different. The black woman of Africa is likely to think that she is most charming with huge brass rings in her ears, or with big ivory plugs piercing them. She is nearly as fond of beads as our own city girls. The Tahitian beauties of the South Seas have a more pleasant notion of beauty, wearing wreaths of tiare blossoms in their black hair shining with the luster of much combing with the oil of the cocoanut.

"And I guess the Tahitian girls were among the first who learned to 'say it with flowers.' A tiare blossom over the right ear indicates that the lady is mated and well pleased with her mate, while the same flower worn over the left ear proclaims to society in general that she is willing to be wooed and won. That is their closest approach to our idea of engagement and wedding-rings. It is very fortunate for

Tahiti that the tiare blossoms all the year around—so there is always a supply to meet any social emergency."

"And I suppose," I ventured, "that all these ladies of these far-away places have their special beauty secrets?"

"Yes—all, except they are hardly secrets," Mrs. Johnson cheerily responded. "I wonder why we always say 'beauty secrets' when the whole world knows them. If there is one thing that proves that Mr. Kipling was right about 'sisters under their skins,' it is the way women everywhere, regardless of race or color or country, are always trying to improve on those same skins.

"Down in East Africa the native woman rubs her skin with castor-oil and red clay. It produces a fine polish. The girls of Samoa and Tahiti massage their faces and bodies with cocoanut oil and the Fijians literally pour it on to make them shine. The Japanese girl has her vanishing cream, just like ours, and her lotus-flower ointments and her powders and rouges. But we needn't smile at them, when our best white Europeans and Americans are all busy with vibrators and violet rays and henna rinses and massages and

creams and powders and paints and permanent waves and all that. The more civilized, the more complicated the beauty business is in its details, but the spirit is just the same.

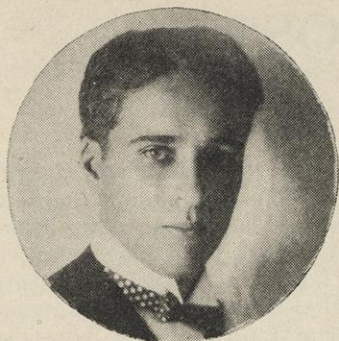
"But there is one big difference. The savage women usually care very little about being clean, along with being what they think beautiful. They are simpler than we are. Just beauty, regardless of such trivial things as dirt, is all they want.

"The native women of British East Africa around Nairobi seemed to be especially keen for jewelry. Anything bright seemed to satisfy them—bits of wire, the shining tops cut from milk cans, spare parts from the Ford cars, anything at all unusual to them was to be accepted with delight and pride.

"The women of the Kikuyu tribe wore stockings and armlets of telegraph wire, nice shiny copper. And they had collars made with rolls and rolls of this wire. They looked a good deal like an amateur's idea of a radio set. The telegraph linemen used to have a great deal of trouble with the natives who climbed the poles and cut down the wire to work it up into jewelry."

(Continued on page 75)





Charlie Chaplin © by Strauss-Peyton

# Extra!

## Charlie Chaplin Becomes a Movie Director

Harry Carr tells how Charlie Chaplin directed his first serious photoplay . . . in violation of all traditions. No stars . . . no contortions . . . no speech . . . no music . . . no set scenario . . . the result an amazing replica of the terrific facts of life. Will the applause that it will elicit make the funny little fellow forsake his flat shoes and petite moustache for the directing of great and serious drama? An ambition that has always lain close to his heart?



## December Motion Picture Magazine

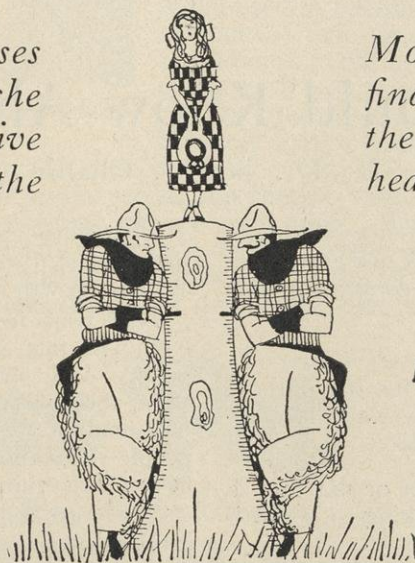
### Do You Remember Flora Finch?

The slimmest comedian who drew the most voluptuous laughs . . . that was Flora Finch. In, "When Laughter Turns Its Face," you will learn that those bubbling laughs were born in the pool of Flora's tears.

### Glenn Hunter in the Klieg of Psycho-analysis

A psychologist discloses the facts of an analysis she made of Glenn, the plaintive youth of "Merton of the

Movies" fame. Now we can find out the how and why of the way Glenn pulls at our heart strings.



Dont Forget the  
December Motion Picture Magazine

On Newsstands  
November First

Dont Forget the  
December Motion Picture Magazine

On Newsstands  
November First



# Educating the Nose

By Huntington Blair

IT is quite possible that odors, scents and aromas have some strange, unknown effect upon our thoughts and feelings. We know that music has, and also color—why not perfumes? Certainly a poet could get more inspiration by writing from a window overlooking a lovely garden of flowers, than from a window surrounded by soap and fertilizer factories.

You have doubtless observed that a faint odor wafted over the breeze sometimes has a strange power of recalling to the mind scenes and incidents of the past. Is it not possible that certain aromas arouse and expand the imagination?

I was once told of a burglar who had a weakness for perfumes and who paused in his nefarious work as he sensed an exquisite odor in a lady's boudoir; he seized a bottle from the dresser, smelled it, put it in his pocket and left, leaving unmolested a diamond watch and a casket of jewels. Whether or not there is any truth in this story, I am inclined to believe that if music has charms to soothe the savage breast, perfumes might also have at least a soothing effect on an angry or burglarious person, provided that person had cultivated his sense of smell.

Some odors seem to be soothing and enchanting; while others are disturbing, distressing or irritating. Some aromas seem to soothe the passions, and others arouse the emotions. It has been my pleasure and my joy to experiment with the essential oils, and it is my chief hobby.

As Askinson says in his valuable treatise on perfumes and cosmetics, the sense of smell is very imperfect in man as compared with its extraordinary development in some of the lower animals, and this imperfection lends a peculiar interest, and even a certain mystery, to the working of this sense in us.

Perhaps we are not fully developed in this respect, and evolution has more work to do. Perhaps there are pleasures and joys in store for us not yet dreamed of. Certainly, as civilization advances, we are learning more and more to appreciate the beautiful, the good, the pure and the lovely, whether it appeals to the eye, the ear, the taste or the sense of smell.

Everybody loves the odor of new-mown hay, of the forest, of the pines, of the meadow and of the flowers, and since we cannot always be among these beautiful things, we can at least extract their aromas and have them ever with us. Those who neglect their sense of smell don't know what they are missing. We are quick to recognize a bad odor, and turn up our noses at it, but I fear that many of us have not learned to appreciate all the good things that nature has stored up for us. We perhaps have cultivated to excess our sense of smell when it pertains to something to eat, and this is certainly a good thing, because the better that food smells, the better it tastes, and the better it tastes, the better it digests.

There was a time when perfumes were universally used by the élite. Then it became common, and unclean people began using cheap colognes to cover body odors. Instead of taking baths, people used perfumes. No wonder then that many refined people became disgusted with perfumery and ceased using it except in the form of sachets. But in late years there has been a decided demand for fine perfumes, and Dame Fashion has decreed that the fashionable set may now patronize the perfumers.

Of course, everybody insists on a pleasant scent to her soap, to her face powder, tooth paste, hair lotion, cold cream and other toilet articles, and some ladies are so fastidious that they must have the same odor for each and all. I think more people prefer a variety of odors for their toilet preparations, altho I personally like one particular odor for all.

There are fads in perfumes, as in everything else. Once, everybody was wild over Ylang Ylang. Then Jockey Club. Then the Easterhazy Bouquets. One season there seems to be a demand for a soft, sweet, mellow fragrance; then there comes a demand for the sweet-lemmony or the spicy, cloverlike perfume. Once the world was mad about a perfume called Kiss Me Quick. Perhaps the name was what made it so popular, for the formula is not very attractive, as any perfumer will tell you.

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## What You Should Know About Your Feet

By Dr. Jay M. Chanin

That primarily, corns are caused either by tight shoes or loose shoes. Tight shoes cause pressure; loose shoes cause friction due to the constant gliding of the foot back and forth in the shoe.

That Nature intended your feet to serve two (2) vital functions: first, that of support for the purpose of sustaining the body weight; and secondly, locomotion—to transport us from place to place.

That the primary cause of weak foot or flat foot is an incorrect attitude in standing or walking—i. e., with the toes turned outward.

That injudicious trimming of the nails—cutting them round instead of straight across, tends to encourage the growth of ingrown toenails.

That your feet are as important as your eyes and teeth; in fact, as vital as any other organ in your body. And, inasmuch as feet differ, no two being alike, they should, therefore, be subject to periodical examination before wearing an appliance. Many people do not know that they need arches until they have nearly ruined their feet.

That your dentist can replace decayed teeth, but you cannot replace bad feet.



# How the One Natural Color for Cheeks Was Found

*Day and Night Tests That Told Why Rouge's Familiar Shade Was Wrong—and Eventually Duplicated Nature's Own Color*

**M**OST WOMEN now know and use the new natural tint which is fast replacing the unscientific and unsatisfactory purplish-red rouges. But how many are aware of the peculiarly interesting story of its discovery?

We are apt to take the most marvelous discoveries of this age as a matter of fact—even one of such importance to the realm of beauty as a tint that is a perfect match for Nature's own artistry! Suddenly science gives the world of women a tint which tinges the cheeks in such a true tone as the very strongest sun's rays, or the weirdest effects of night lighting cannot separate from the underlying flesh tone, and we accept it without thought of how it came to be. Yet behind the simple, single tint which gives any and all complexions a divine and perfectly natural mantle of color is the story of man's indomitable perseverance—two years' ceaseless experiment—over two hundred failures, and eventual success.

The search for the perfect tint led a dignified scientist to a cellar's depths—and to the roof of a city's tall skyscraper. Tint after tint—tone upon tone—were tried in every conceivable light. In noon's glare, atop a high roof. In the streets below, where the sun's rays filtered through



"In Noon's Glare, Atop a High Roof"

fog and smoke. And in the artificial lights of night—trying lights in which old-fashioned rouges all became the same ghastly, or unlovely purplish red.

On a patient assistant's cheeks shade after shade was tried. Some of the shades required ingredients from far countries—many were days in the blending. Then, suddenly it happened.



"Beneath Trying Artificial Light"

on the cheeks! But he idly applied it on his assistant's cheeks—and a startling change took place. The peculiar orange tint altered instantly to the true tone of the skin beneath! Still doubtful that he

had found the one key tint for any complexion—under all conditions—in every light—they hurried to the roof and put the new tint to the severe test of direct sunlight. The same beautifully diffused, natural color! Down to a darkened room, where neither glaring incandescent lamps nor variously

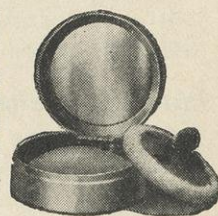
shaded rays of electric light revealed anything but a coloring that appeared Nature's own! The same day, preparations were started to supply the demand that such a discovery was certain to create. Now, this new Princess Pat Tint is an article of standard use.

It enhances the color of countless women who had steadfastly declined to use any of the old-fashioned rouges which are so obvious in even the kindest light.

## Princess Pat Tint is Waterproof!

Where the new natural tint is made, further improvements have transpired; a less costly use of the chief ingredient has brought its price within reach of all; an entirely new process has rendered it absolutely waterproof! Even a morning in the surf will not streak it! Princess Pat Tint is not affected by perspiration, so it is worn without concern the day long, or evening through! Yet it vanishes instantly with a touch of cream, or use of soap.

On any complexion, remember there is need for only one shade. There is no uncertainty of matching; for the one tint is instantaneously transformed to blend with any type—blonde, medium or brunette; and this tint may be applied as lightly or as full and deep as you choose—with the same perfection of result.



## The Tint That Was Tried In Desperation

One morning the scientist used in his mortar one of the rarest ingredients in the laboratory. It was of peculiar orange hue. Scarcely a color to try

# FREE

Until the shops have been sufficiently stocked with Princess Pat Tint to meet all calls for it, we shall take pleasure in sending to individuals a week's supply—without charge. At no cost to you and without any obligation, your prompt use of coupon below will bring to you Princess Pat new, natural tint.

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ENTIRELY FREE, please forward me postpaid, a complimentary supply of the new Princess Pat Tint.

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# Princess Pat

The New, Natural Tint : Always Ask for It by Name

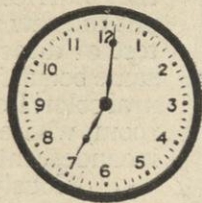
PRINCESS PAT, LTD., CHICAGO, U. S. A.

Princess Pat Tint Ice Astringent Creams Almond Base Powder Princess Pat Perfume



# CORNS

stop  
hurting



in one  
minute!

FOR quick, lasting relief from corns there is nothing like Dr. Scholl's Zino-pads. They stop the pain in one minute by removing the cause—friction and pressure.

Zino-pads are thin, safe, antiseptic, healing, waterproof and can not produce infection or any bad after effects. No strong acid or caustic that "burns" out the corn. Three different sizes—one for corns, one for callouses and one for bunions. Fine for blisters and tender spots caused by new shoes. Get a box today at your druggist's or shoe dealer's. Cost but a trifle.

Put one on—the pain is gone!

## BUNIONS

This special shape eases the pain of bunions.



## CALLOUSES

This size quickly and safely relieves callouses.

# Dr Scholl's Zino-pads

There's a Dr. Scholl-Foot Remedy  
for every foot trouble



## Light as an Aid to Beauty

By Garda Kew Newbold

MOONLIGHT—why is it that we associate it with romance? There are many reasons, of course, and yet, one of the most important reasons of all is prosaic enough, when we analyze it. Moonlight seems to tinge everyone with an unreal, lovely beauty—because it is *becoming*.

Hundreds of writers have written songs about the moon. Nearly all of them have achieved a deserved popularity. For, after all, the moon is a pleasant thing to sing about. Only one song that I know of deals with romance—and the sun. The lines go something like this, as I remember them:

"I don't need the night to tell you that I love you.  
I don't need the stars or the moon,  
I want the great big sun shining down above you  
On a sunny afternoon—ternoon—ternoon."

This song was in a musical comedy of several years ago. The musical comedy was popular. So were some of the other songs. But the song about the sunny afternoon wasn't. Do you know why? For the same reason that the songs about the moon always are. Sunlight isn't becoming. Even a homely girl will look well in the moonlight, with becoming shadows all about her. It doesn't make so much difference how she looks, if there is a soft fragrance of Spring—and perhaps music across the water. But—on a sunny afternoon! It takes real beauty for that. Every defect of face or form is brought out by the sun. No wonder romance lies with the moon.

But all of this ought to be a hint, not only for the homely girl but for the prettier girl, as well. Use light as an aid to your own beauty. Stay, as much as possible, in the light that is best suited for you. This doesn't mean, of course, that you must avoid the sunlight. It doesn't mean that you must stay indoors. But it does mean that, in many cases, you can use the light to bring out your own beauty.

What color is the lining of your hat? That is important. It is the light that casts a shadow on your face. In the summer-time, what color is your umbrella? Here, too, is another important place where color and light blend. Your rain umbrella and your sun parasol may both be aids to beauty if chosen properly.

But, most important of all, what color are the lights in your home? If you don't care how you appear to your friends, when they call at night, then you are probably using the unshaded lights just as they

shine from the electric-light bulb. These bring out your wrinkles, if you have any, and, if not, your worst features. Yet, with just a little care, you can turn these into real aids to beauty.

Motion-picture actresses know how unbecoming the Cooper-Hewitts are. These great, violet-colored lights make the lips appear purple and make purple, too, every tiny imperfection of complexion. In a much smaller degree, unshaded electric lights do the same thing, in the home, even if they are yellow and yellow is supposed to be a more becoming color.

The thing to do, of course, is to see that the electric-light bulbs are covered, and that the color is a becoming one for you.

Lower lights are more becoming than high ones. Inverted lights do not cast shadows. This, sometimes, is an advantage as an aid to beauty. But uncovered ceiling lights are never becoming. If you can do away with ceiling lights altogether, you have taken one big step, as far as beauty is concerned. Wall lights are far more becoming. Floor and table lights are the most becoming of all.

Do not have too many lights at night. Have these lights softly shaded. Have them placed conveniently for reading or sewing. Use them sparingly for general illuminating.

In the dining-room, if you wish to look your best, use candles. There is nothing so lovely, so romantic or so becoming as candle-light. But do not use shades, here. The natural flicker of the candle is too lovely to hide. Do not have too many. From two to eight, according to the size of your table, is all you can possibly need. Candle-light is the best possible aid to beauty.

In the living-room, then, try to limit your illumination to floor lamps or lamps on tables. Wall lights may be used, if necessary.

Avoid, altogether, the purple and lavender light. It will have the same effect as the Cooper-Hewitt and you do not want to accentuate your imperfections. For the same reason, avoid blue lights whenever you can, tho, occasionally, blue lights are needed in a color-scheme.

Red lights are warm and comfortable-looking but not so becoming as was supposed, years ago. The red table lamp of the last generation is not forgotten. But it is best as a memory.

Green lights are frequently attractive. If they are a pale, yellow-green, they are



often quite becoming. The green light is one of the most soothing on the eyes, and if a great deal of reading is to be done, it is best to choose a shade of this color.

A yellow light is becoming, but difficult. That is, if you look well under a yellow light you will probably look very well, indeed, but there are many chances that you will not look well at all.

This brings us to the two best colors for indoor lighting, orange and rose. Under rose, come the various shades of pink. Pink is most suitable for bedrooms. With the soft colors of negligée it is lovely and becoming. For the living-room it is out of place. Rose suits the average complexion best of all. Still, orange lights are newer and they, too, are kind to complexions.

So, if you cannot have moonlight, do the next best thing. Choose a light that brings out your best features, that makes your complexion look soft and rosy and young. Oranges and roses in various tones are best. The degree of these depends on their position, use and size. Soft silk shades are more becoming than those of parchment or coarser material. Lined with white or cream, they are still more becoming. You can make these shades, yourself. You will be agreeably surprised by the atmosphere of charm and beauty that they create for you.

## The Question

(Continued from page 43)

Althea will be waiting." Yes, that was it, Althea would be waiting. Althea—youth—and beauty. This time she would have to let him go but, when he returned—

She smiled brightly into his face as she told him good-bye, wishing him a pleasant journey. She waved to him as he and Althea with her two noisy small brothers climbed into the waiting car. Lillian was always brave. But when they had gone, she turned back into her room, the old look of indecision on her face. Her husband loved her, she was sure of that, but she was equally as sure that he loved beauty too. Still, it was a dreadful idea having one's face cut and there was the possibility that it would not improve her. It was, after all, a gamble. Perhaps it would anger her husband if she took the step knowing of his disapproval. And yet—Althea's face came before her, young, beautiful.

Slowly Lillian crossed the room to the telephone and placed the receiver to her ear. She must decide. She must let this surgeon, charlatan or savior, know her decision. She must let him know now. She gave the operator the number of the surgeon's hotel and was connected with his room. She recognized the voice that answered as his. She must reply, and, suddenly, she found herself speaking to him.

What was it she said to him?

### THE QUESTION

EDITOR'S NOTE.—Imagine yourself in Lillian's place. What would you have said? Think this over carefully, then write us a letter telling us your decision and why. For the best letter, not exceeding 500 words, we will give a prize of \$5.00. For second best \$3.00. This offer holds until November 15th. Prize-winning letters will be published in January issue.



## There is Beauty in Every Jar

**TO** gain and retain the charm of a perfect complexion, to achieve the beauty of a clear, wholesome skin, begin today the regular use of Ingram's Milkweed Cream—there is beauty in every jar.

More than a cleanser, more than a powder base, more than a protection for the skin, Ingram's Milkweed Cream, you will find, is an actual beautifier of the complexion. No other cream is just like it.

Ingram's Milkweed Cream has an exclusive, an individual therapeutic property that serves to "tone-up"—revitalize—the sluggish tissues of the skin. It soothes away redness and roughness, banishes slight imperfections, heals and nourishes the skin cells. Used faithfully, it will

help you to gain and retain the beauty of a clear, wholesome complexion—just as it has helped thousands of attractive women for more than 35 years.

Go to your druggist today and purchase a jar of Ingram's Milkweed Cream in either the 50-cent or the \$1.00 size—the dollar jar contains three times the quantity.

**Ingram's Rouge**—"Just to show the proper glow" use a touch of Ingram's Rouge on the cheeks. A safe preparation for delicately emphasizing the natural color. Five perfect shades, subtly perfumed—Light, Rose, Medium, Dark or the newest popular tint, American Blush—50c.

**FREDERICK F. INGRAM CO.**  
Established 1885  
16 Tenth Street Detroit, Mich.  
In Canada, Windsor, Ont.

## Ingram's Milkweed Cream

Send ten cents today for Ingram's New Beauty Purse

FREDERICK F. INGRAM CO., 16 Tenth Street, Detroit, Mich.

Gentlemen: Enclosed please find ten cents. Kindly send me Ingram's New Beauty Purse, containing a liberal sample of Ingram's Milkweed Cream, two purse puffs, one generously filled with Ingram's Face Powder, the other with Ingram's Rouge, and, for the gentleman of the house, a sample of Ingram's Therapeutic Shaving Cream.

Name.....  
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City..... State.....





## Where One Is Safe, Four Others Pay



### Bleeding gums— the telltale sign

Tender, bleeding gums should not be neglected. They mean that Pyorrhea is on its way. Surely, you can't afford to take chances when four persons out of every five past forty, and thousands younger, contract it.

The best preventive is Forhan's For the Gums. If used consistently and used in time, it will check Pyorrhea's progress, keep the teeth white and clean, and the gums firm and healthy.

The formula of R. J. Forhan, D. D. S. Pleasant to the taste. At all druggists, 35c and 60c in tubes.

Formula of  
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Forhan Company  
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**Forhan's**  
**FOR THE GUMS**  
More than a tooth paste  
—it checks Pyorrhea



## The Beauty of Tomorrow

(Continued from page 17)

time to have teeth straightened is shortly after you find out that they need straightening.

Many a child has gone thru school dubbed stupid or unattractive, when all he or she needed was a pair of well-fitted glasses. Every child of school age should have his eyes tested. This is just as important for boys as for girls. A boy ought to have his share of good looks, too. A young girl may look unattractive in glasses but it is far better to wear them while in school than to develop into a blinking-eyed adult, near-sighted and groping, who loses out on far more of the good things of life than just beauty. Eyes cannot be made over to order as can teeth. Their shape cannot be altered nor their color changed—but they can be made clearer and more beautiful by proper care. Simple eye-baths of pure water and boracic acid will help keep them clear. Good, wholesome food and long hours of sleep will make them sparkle far more than any outside treatment could possibly do. Eye-glasses, whenever there is the slightest need of them, will preserve the eyes and add beauty because the eye will be made normal so far as possible. Better glasses for a few years in childhood than to be "squinty-eyed" ever after.

Eyelashes and eyebrows are two points of beauty that can be taken care of while the child is young. Make no attempt to cut these or to pull stray hairs. This hair-pulling can wait until the child has grown up—or forever so far as that is concerned. Most pulling of stray hairs does not add to beauty. Unless the eyebrows meet over the eyes, let them alone. If they do meet, which is infrequent in a young person, pull out some of the hairs and weaken the rest by frequent touch of peroxide. There are definite things you can do to give the lash and brow permanent beauty—brushing and oiling. Go over the lashes and brows with a tiny, soft-haired brush every night and morning. At night apply just a trifle of pure vaseline, being sure it does not get into the eye and be sure too, that the application is from a jar that is kept for this purpose only, so that there is no danger of infection.

Artificial curling of the hair in child-

hood does not add to any permanent beauty in any way. It may, indeed, break the hair and injure the hair roots. Keep the hair of the young person in perfect condition by frequent shampoos and sun baths. Teach the young girl to have pride in her own hair. Do not use anything that will change the natural color of the hair, as this will merely bring temporary beauty—with ugliness to follow years later.

The feet of a child should be given careful attention. Many a woman would be attractive if she knew how to walk or if her feet did not hurt her when she did try to. Sensible broad-toed shoes, tho not beautiful, will help to make a beautiful foot when the wearer has grown up.

Dancing and music make for beauty. Music develops the æsthetic sense. Dancing adds grace and teaches proper control of the body.

The nose can be changed only thru advice of an expert. I cant give you advice on this point, nor should you take advice from anyone but a plastic surgeon. Ears can be flattened by wearing a cap over them. This is best done in infancy, but even a growing girl can be helped if she will wear a skeleton cap at night. Ears are lovely only when they are almost flat against the head and they can be this way if enough attention is paid to them.

The body must be kept in good condition by exercise and rubs. An alcohol rub, an occasional cold-cream rub or talcum rub, is good and beauty-bringing to anyone, and especially to the young person. Care of the nails is an important adjunct to beauty and must be started as a habit when the child is young, too.

So—start a child off in the road that leads to beauty and she'll continue to walk that way. If she has nice eyes, tell her so, not that she can become conceited, but so that she will protect them. Tell her about her skin, so that she will take care of that. You yourself must see about her teeth as no child can realize their importance. This holds true of the eyes, too. A wholesome respect for her own body and her only attractiveness is something that should be instilled into the mind and heart of every girl.

## What the Mouth Tells

(Continued from page 45)

As stated before, the mouth may be changed with intelligent, persevering effort but permanent results cannot be expected the same day you start a reform. To remold your character is to remold the lines of your mouth. All the worth-while changes in anything come from the inside, and the mouth is no exception.

In the meantime the little stick of red or white paste that most women carry about nowadays in their handbag will work wonders. But it must be used with discretion and care. Rouging the lips is just like any other art that takes practice for perfection. Bright, crimson lips are in very poor taste. Care should be taken to purchase a lip-stick that best suits the individual complexion. Even a close-observing husband can sometimes be fooled with clever manipulation. We know of one woman who having a husband who was not conceited used a lip-stick regularly without his knowledge and hid it behind his picture when it was not in use.

The first and most important rule in the use of the lip-stick is, not to use it in public and the second is not to use too much.

A large, bright mouth should never be adorned with anything other than a plain white lip-stick to increase its freshness. But if the mouth is large and pale, use a bit of lip-stick at the center and then gradually taper it down to fade out entirely before it reaches the corners of the mouth. A small mouth should be adorned in just the opposite way—clear to the corners to accentuate the size.

Thin lips can be made to look fuller by adding rouge beyond the line of the lips, but care should be taken to keep the line very even. And full lips can be made to look thinner by stopping the lip-stick before the outer line of the lips is reached. A mouth without shape can be cleverly shaped to represent the "Cupid's Bow" with a little practice.

Lip-stick applied unevenly and unwisely is quite apt to ruin the most effective of gowns.

With a lip-stick you can fool the character readers but you cant fool yourself! To make real changes you must work from the inside where all real, worth-while beauty originates.





## With the Beauty Specialists

By The Stroller

FOR a long time we have cherished the belief that a beauty-shop just for men would be a howling success. And since becoming acquainted with a certain beauty culturist, observing her clientele and her varied activities, we are sure of it. Early one morning, we were on hand to keep an appointment. From the booths on either side came voices.

Now voices, in a beauty-shop are to be expected. In fact, one wonders sometimes how their owners derive any benefit from treatments so intent are they on confidences and comments. Many choice bits of philosophy have evolved from the bits of casual conversation overheard in various shops. But these voices on this particular morning were not women's voices. No indeed! They were men's, and no less voluble either!

"Do you hear what I hear?" I said to my attendant, "and if you do, what are men doing here, on either side of me, and at this hour in the morning?"

"Treatments. Hair, mostly. Sometimes skin. We have lots of them. They come in the morning before they go to business," she said, laconically. "And," more expansively, "some come at night after business. I always think that probably the ones who come in the morning are the married ones. They want to look nice during the day—and those who come after business are the unmarried ones getting ready for evening."

Not all my beauty-shop philosophy, I might add, has been evolved from the patrons!

Later, I talked to the manager. "Yes," he said, "we have a great many men patrons. You see we have achieved a reputation for knowing how to treat the skin and often physicians send both men and women to us for skin treatments. And we have also given a great deal of thought and study to the hair and to our special hair preparations. And men are vitally interested in their hair—especially in keeping it."

"Funny," he continued, "but men see other men getting bald, but they never think it can happen to them. So they go on, taking no care of their hair until all at once it begins to go. Then, they want heroic treatment. These men heard of us thru their wives and friends and as a result we have quite a large men clientele. They are splendid patrons too. So faithful in following advice and so appreciative, it's pathetic!"

So, why not a beauty-shop for men? Of course we wouldn't call it that but, we all know, whether they admit it or not that

men spend many hours and many dollars in barber shops on hair tonics, massage, creams and lotions. And quite right. But why not a place where science and trained skill are the background of every preparation and every treatment?

We talked with another specialist just back from Europe. She had been in Vienna and was filled with enthusiasm over the marvelous things she had seen and heard. In one sanitarium, the sanitarium of Vienna, she met Dr. Steinach, Roentgen—many other famous people. She confided that she never in the world would have gotten in this famous place at all had she not gone with a woman friend, a patient, disguised as a nurse!

"You probably would have been put to death had it been discovered that you were a well-known New York beauty specialist," we said.

"Very likely—but it was worth the risk as it was the most interesting place I ever saw. I don't think, as some do, that it's pathetic to see a place like that filled with women who are striving for youth. I think it's brave and commendable. Especially when one realizes that they are not trying to be young, but to feel young. Which is exactly the right spirit. We are as old as we feel. No older."

Now, personally, we read Gertrude Atherton's "Black Oxen" and found it quite the most absorbing thing we've read in many a day. Not since we were fourteen and read "The Duchess" and Bertha M. Clay behind our geography have we felt such a thrill. But now, as then, the exhilaration passed. It was wonderful fiction, but it couldn't be true—more's the pity. So with Dr. Steinach and his theories and the marvelous things he is reputed to have done. Being practical, we are slow to believe in this theory of rejuvenescence. Sometime, yes. But we are not ready yet—in our own country—and women can't afford it. So we said: "Very interesting—but—what did you bring back that is practical?"

"One thing, at least," she said. "A marvelous cream to be used around the eyes for puffiness and dark circles. You know," she continued, "I always thought that condition was due to some internal condition and could not be treated externally. But I myself have this puffiness at times and after consulting various physicians and being told that there was not a thing wrong with me, I became interested in working out an effective treatment that can be used externally. In Europe I completed my formula and the cream will be ready before

(Continued on page 67)

FREE Trial Bottle



## Once I Was Gray

The need of finding a satisfactory preparation for my own use was what caused me to discover and perfect my own hair color restorer. Now millions who have used this famous scientific preparation have joined me in saying, "Once I was gray." Mary T. Goldman's Hair Color Restorer is the most popular, biggest selling preparation of its kind in the world, over 10,000,000 bottles sold.

### Clean as Water

My restorer is a clear, colorless liquid, pure and clean as water. There is no greasy sediment to wash off or rub off or to stain your hat linings and pillow slips. The restored color is perfectly even and natural in all lights and is not affected by shampooing or bathing in fresh or salt water.

It is very easily applied, you simply comb it through your hair. No outside help is required, no expert skill needed. No one need know your secret—you yourself will almost forget you ever had gray hair.

My restorer is just as effective when used on faded or discolored hair, no matter what the cause. This will be good news to women who think they have to endure this condition until new hair can grow.

### Another Great Discovery

While my restorer is a time-tested preparation long past the experimental stage, my laboratories have recently made another important discovery. This discovery is in the form of a special preparatory powder, which puts the hair in perfect condition for the use of the restorer.

This powder is a combined antiseptic and tonic whose use would be highly beneficial even if your hair was not gray. A trial package is enclosed in my special patented Free Trial Outfit, sent absolutely free if you will fill out and mail the coupon.

### Use Coupon Today

Send no money, for my offer is absolutely free—I even prepay postage. Just fill out the coupon carefully, sign your name plainly and, if possible, enclose a lock of hair with your letter.

By return mail I will send you the special package which contains a free trial bottle of my restorer, trial package of preparatory powder with full directions and explanations for making my famous test on one lock of hair, which proves beyond a doubt how easily, quickly and surely gray hair can be restored to its perfect, natural color.

When you have made this convincing test, get a full size bottle from your druggist and restore all your hair. If he cannot supply you with my one and only Mary T. Goldman's Hair Color Restorer, or suggests a substitute, write me direct and I will gladly supply your needs.

*Mary T. Goldman's*  
**Hair Color Restorer**  
Over 10,000,000 bottles sold

Please print your name and address—

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Please send your patented Free Trial Outfit. ☒ shows color of hair.  
black.... dark brown.... medium brown....  
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Name.....

Street..... City.....



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## The Appropriateness of Clothes

(Continued from page 31)

Nothing is more lacking in breeding than the vulgar artifices and make-believes of youth. Who and what are they—these simulacra of youth and beauty? Poor, deluded traffickers who have played the game and lost—and who, thru vaulting ambition, wrongly directed, cause themselves to resemble bedizened creatures of the shadows, rather than the respectable mothers and grandmothers, which they frequently are.

Women, who, when the hey-day of youth has past, seek to hide the tide-marks of time behind caparisons of silly clothes and masks of cosmetics—make a fatal mistake. This does not imply that because a woman is advanced in years, she must don sombre habiliments and go about long-faced. It simply suggests the advisability of exercising clothes sense and dressing appropriately.

Perhaps there is no place where smartness and appropriateness of clothes are more observable than in traveling. Traveling has become a vogue and the really well-dressed woman chooses costumes which are not a paradox to her mode of travel. If it be by motor, steam or water, she uses caution in selecting the correct ensemble. She sees to it that every article of clothing she purchases for this particular journey agrees with all the other articles included in her traveling attire.

Frequently women travelers ruin what otherwise is a suitable outfit, by wearing an over-amount of jewelry, or by carrying

shabby hand baggage, or by wearing shoes run down at the heels. Again, if one chances to be in the dressing-room with this type of traveler, she will be shocked at sight of the woman's toilet accessories. Sometimes a broken comb, or a soiled hair-brush is made to do service. Again she carries no hair-brush, no tooth-brush, no soap. She uses a powder-puff of unbelievable soil. In dozens of ways the woman's character is revealed by her traveling equipment.

The more simply a woman dresses when traveling, the more correct it is. A well-fitting tailored suit, or a one-piece dress, worn with a modish cape, a becoming hat and veil, good shoes and gloves, together with correct hand baggage, stamp the woman traveler as being appropriately attired.

With the advantages now open to women in the matter of clothes, there is no excuse for any woman's looking inelegant. All a woman with average intelligence has to do, is to study herself and choose the clothes which best become her own particular type. There is positively no reason why any woman should wear clothes which seem to say, "I was made for a skinny woman, but this fat woman 'snapped' me up—" or vice versa.

The eye measures before the mind, and the appropriately attired woman, the really smartly dressed woman, stands a hundred, aye, a thousand chances, of making a good impression, to the careless dresser's one!

## A Series of Donts

**D**ONT forget that the first element of beauty is health. The woman of healthy body, in which flows the purest of blood, has little difficulty in bringing forth, and preserving, perfect physical charm and beauty.

Dont underestimate the value of sleep. Sound, refreshing sleep is one of Nature's most powerful rebuilding agents, and has a most beneficial effect upon the complexion. It also gives a luster to the eye that can be obtained in no other way.

Dont deny the skin its daily need of food. This food is supplied by a good quality of cold-cream or the various vegetable oils which tend to feed it, and keep it soft and healthy.

Dont neglect the hair. It is rightfully called woman's "Crowning Beauty," and should be faithfully, and thoroly, brushed each and every night. Care must be used to keep the scalp clean and healthy, and the roots of the hair well fed. Fresh air and sunlight are tonics to be preferred to any of the bottled kinds.

Dont depend entirely upon cosmetics to bring the bloom of youth to your cheeks. Remember that exercise and fresh air will bring a natural bloom that, aided by a well-regulated diet, will have more lasting qualities, and may be depended upon not to wash off.

Dont exaggerate the play of the limbs. It only makes one appear ungraceful, and

awkward. A light, firm, but graceful walk is much to be preferred to the awkward stride which robs a woman of her natural heritage of charm.

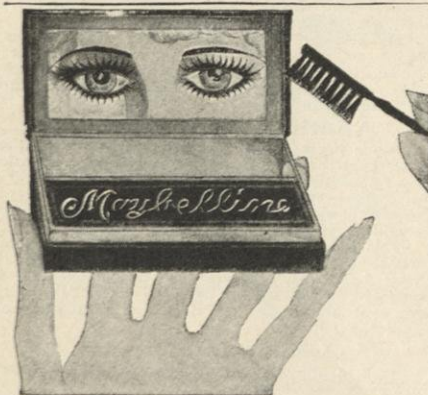
Dont give way to fits of temper. It will add lines to the face that leave no doubt as to their origin, and will rob the nerves of a store of energy that could well be put to better use.

Dont overeat. The amount of food necessary to each human body varies, but it is well to estimate the amount necessary to your own bodily needs, and keep well within that estimate if you would be healthy and avoid an overtaxed stomach.

Dont forget that rain water is excellent for the bathing of face and body. It is soft and soothing to the skin, and leaves it smooth and transparent.

Dont irritate pimples. Breaking the skin only adds to the diseased condition. An effective remedy for these unsightly blotches may be had by making a solution of boric acid in boiling water, and applying while still warm.

Dont forget that the lemon deserves a place upon your dressing-table and in your kitchen. Lemon juice is an excellent bleach for the skin, and leaves it soft and white. It also removes stains, and when mixed with the white of an egg, will do wonders for the dry throat and hoarse voice.



## How to Beautify Your Eyes in One Minute

Just a wee touch of "MAYBELLINE" and your eyebrows and lashes will appear naturally dark, long and luxurious. Instantly and unfailingly the eyes appear larger, deeper and more brilliant. The remarkable improvement in your beauty and expression will astonish and delight you.

"MAYBELLINE" is different from other preparations, that is why it is the largest selling eyelash beautifier in the world. It will not spread and smear on the face or make the lashes stiff. Each dainty box contains brush and mirror. Two shades. Brown for Blondes, Black for Brunettes. Purchase a box of "MAYBELLINE," use it once and you will never be without it again.

75c at your dealer's or direct from us, postpaid. Accept only genuine "MAYBELLINE" and your satisfaction is assured. Tear out this ad now as a reminder.

MAYBELLINE CO., 4750-68 Sheridan Road, CHICAGO



## Your Shoes and Your Character

(Continued from page 40)

day by others may pass unsuspected for a lifetime. But a few minutes' study and deduction from a pair of last year's shoes will serve admirably as a starting point.

Special exercises will handle special problems in remedying foot defects, but all in all there is scarcely anything superior to the simplest exercise of all—walking. But do not merely walk to perpetuate old habits. Study the pace, the stride, the swing from the hip and the balance of the body, the whole interplay of dynamics. Walk decisively and constructively. Throw the pressure on the foot where it should fall naturally and not where bad custom has come to place it. Walk, dance, play at games and in the gymnasium if you wish, but always with a purpose. The goal is the development of a worthy end—a foot and ankle fit to go with a splendid body. And in the process it will be found another object has been served—the strengthening of those forces of character whose foe is carelessness and ugliness.

## With the Beauty Specialists

(Continued from page 65)

your magazine is in print. It's going to be very popular I'm sure."

One more beauty-salon we visited. The owner is now in Europe. But we heard rumors from her assistants that may cause us to refute a part of our above statements. For, it was hinted, Madame will bring back with her from Europe a specialist who will demonstrate to Madame's patrons that these dreams or theories or rejuvenescence *can* be done—and right here in our midst! So we eagerly await the coming of Madame who is not only an authority on beauty here but in all the capitals of Europe.

Meantime, her assistants are carrying on, helping women of all ages, all classes. Showing the business woman the easiest and surest way to retain her best asset, her good looks. Helping the woman of high social standing to repair the ravages of late hours and strenuous days. And, with infinite care, selecting for the woman of moderate means, the creams and lotions best suited to her skin and purse.

\* \* \*

For definite information concerning the shops mentioned above, write The Stroller, BEAUTY, 175 Duffield Street, Brooklyn, N. Y. Send self-addressed, stamped envelope.

If the disturbance which muddies a clear stream is not quelled, its water will never be clear. And it is so with the face. A muddy, pimpled face can never be cured with cosmetics and lotions. As with the stream, the impurities and disfiguring matter of the undercurrent will come to the surface, and nothing can clear the complexion satisfactorily until the cause is removed. The cause may be any one of a dozen different internal disorders, and it may be necessary to consult a physician before the cause is ascertained. However, most people can tell for themselves whether it is indigestion, too rich a diet, impure blood, lack of pure air and exercise, or improper or infrequent bathing.



## New Features for Old!

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is a simple but **EFFECTIVE** device for correcting the shape of your nose. There is a period in every person's life when the muscles get lax. This may occur at any age, due to overwork, illness or age. The bone always remains the same, but the flesh and cartilage become soft and droop or spread. This makes the bone look humpy or flat because flesh and muscles sag away from it.

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## Our Limerick Contest

(The contest closes with this number; watch for a new department of gossip and news and fun in the December BEAUTY)

### First Prize

There was a young girl they called  
Cutey  
Who side-stepped what old folks  
thought Duty,  
She looked in their eyes,  
Took a tone very wise;  
"My duty," said Cutey, "is Beauty!"  
—EMMA TREVARTHAN, Glen Cove, L. I.

### Second Prize

In winter she dressed real demure;  
Her actions prim, proper and pure,  
But down by the sea  
In that "land of the free"  
Her garments were fewer and fewer.  
—RAYMOND SCHLOSS, Deal, N. J.

### Third Prize

There once was a maiden named Rose  
Who slipped and exposed well-filled  
hose,  
The people all stared  
For also she'd bared  
Her ears—which no modest girl shows!  
—BEN H. GRIMM, New York City.

### Honorary Mention

A nifty young man from the West  
Walking down stairs did detest,  
So he slid down a rail,  
But stopped at a nail—  
And you can imagine the rest.

—VERNA BOSS, Steubenville, Ohio.

The readers of BEAUTY you see,  
I think are all something like me  
They try all the lotions  
And go thru the motions  
Of looking for "Samples Sent Free."

—CECELIA KAPLAN, Philadelphia, Pa.

Marie was an apt "Beauty" scholar,  
For lip-sticks she paid twice one dollar,  
But do all she could,  
Her two lips just would  
Transplant themselves on Jimmy's collar.

—H. K. MUMMA, JR., Hagerstown, Md.

A clever young man with a pen  
Changed a one-dollar bill to a ten.  
He heard the judge say:  
"Don't raise money that way."  
So he never did try it again.

—MRS. MARY STEARNS, Denver, Colo.

There was an old maid in Peru,  
Who forty-two languages knew,  
With one pair of lungs,  
She worked forty-two tongues,  
I don't wonder she's single, do you?

—A. GRISTAM, Philadelphia, Pa.

O BEAUTY, what charms you possess,  
Each article just seems the best,  
And if I feel "blue"  
I just pick up you—  
My mind is serene and at rest.

—MRS. MAUD THORNGREN, Venice, Cal.

"I love dogs," said a blushing young beau  
To a sweet little flapper named Flo.  
And he thought her unkind  
When she said, "Never mind—  
There is plenty of time—and you'll grow!"

—FRANK KENNETH YOUNG,  
Traverse City, Mich.

There was a young woman named Maude,  
Whose appearance no one would applaud;  
When "How tall?" they'd inquire.  
She'd say: "I'm no liar,  
I'm just two inches longer than broad."

—DORIS HENNING, Des Moines, Iowa.



# Find Beauty in Your Own Mirror

Applying cosmetics at home

By Kathleen Mary Quinlan

DO you remember the story of Pierrot—rollicking, whimsical, irresponsible, idealistic Pierrot—who sought incessantly for his Dream Girl? In the watching crowds of his theater, in the hurrying throng of the market-place, he searched for his Ideal. And he found her at his own fireside—Pierrette, his partner in the play.

Or perhaps you have read of the search for the Blue Bird—the Blue Bird of Happiness. And you've thrilled and feared and sorrowed for the two dear Children who courageously ventured on this quest, only to find the Blue Bird singing by their home hearth.

Just as Pierrot and the Children found the object of their pilgrimages at home, so I believe that everywoman can find beauty in her mirror.

During the strenuous days I have spent in molding the beauty of women, it has frequently been my pleasant privilege to hold the mirror up to many a woman and to hear her exclaim with awesome delight—"Is it really I?"

For charm, elusive as a woman's whim, powerful as TNT, is not so mysterious as it seems. It is more frequently acquired by careful attention to good grooming than it is generously conferred by the gods. The first essential of charm, and, I might add, of happiness (for I believe every woman must be attractive to be happy), is a good complexion.

History, itself, proves me right, Cleopatra had scanty hair, Josephine wore false teeth, La Pompadour had a long nose, but every woman famed for charm and personal loveliness had a beautiful complexion. Even today the pleasing effect of the most chic French frock can be ruined by a shiny, red nose!

A beautiful complexion is so easy to acquire—so easy to preserve! If you but know how. Ah! There's the rub. But never fear. I am going to tell you *how*.

First of all when I say complexion, I do not mean rouge, powder, and lip-stick. I mean *skin*. "And what is skin?" you ask. The skin is an organ. It is not merely a bit of tissue a Merciful Providence has graciously devised to conceal muscles, tissues, tendons and bones.

The skin is an organ that lives, breathes, feels and changes, constantly changes. And like every other organ in our bodies the skin must be *cleansed, stimulated, nourished*.

Every normal skin requires a cleansing cream or oil, a stimulant and a nourishing cream. By this I do not mean a different cleanser, nourisher or stimulant each month. Adopt a series of preparations you know to be pure and dependable and, when you find a cream or a lotion which suits your skin, hold to it. Prize it. Value it. Cherish it. Use it regularly and consistently. Build beauty, as you improve your mind, increase your bank account, develop your voice—with intelligent common sense.

Visit a beauty specialist of standing and authority. If you cannot visit her, write her a frank description of your skin. Let this specialist prescribe the exact preparations suited to the needs of your skin. Then follow directions.

There is, however, one point on which the beauty specialist has the advantage. She knows how to apply the preparations. The beneficial effect of the most potent astringent and nourishing skin food may

be made void if it is not applied correctly. Or at least a wrong application seriously hinders its action. The skin specialist studies the muscles of face and throat and practices many hours before she gives a treatment. It is, of course, impossible for every woman to have this specialized training and experience. Nor is it necessary. I have evolved a scientific, but simple, method of applying preparations at home, and the Editor of Beauty has graciously privileged me to explain this method.

The best benefits, the quickest results from the use of toilet preparations, are only attained when correct preparations are applied along the lines of the principal facial muscles. If you follow the directions I will now give you, you will have no difficulty in ascertaining just where those muscles lie and how you may reach them.

When cleansing the face, the tips of the fingers should be used to urge the cleansing preparation into the skin. Daub the forehead, chin, nose and cheeks with this preparation. With a gentle, lifting, circular motion of the cushion parts of the fingers, smooth the cleanser into the skin. Begin with the chin, then move upward and outward in the same manner along the contour (jaw-bone) toward the ear. Raising the fingers, start on the chin again, follow around the mouth. Pressing the fingers firmly in the center of the forehead and continuing the circular movement, persuade the cleanser into the skin while moving the fingers around the brow, downward to the corner of the eyes. Dip the finger-tips into the cleanser and with a gentle pressing movement smooth a fresh supply around the eye. Move from the bridge of the nose over the lid, beneath the eye back to the bridge of the nose. Next work downward on the nose and nostrils. To spread the cream on the cheeks, continue the circular movement of the finger-tips, beginning at the corner of the mouth moving upward to the cheek bone and outward to the temples. Then again raising the fingers, work from the nostril outward to the ear. In this way the cleanser is thoroly smoothed into the pores without stretching the skin.

It is most necessary that the movements of the neck reach the muscles themselves, as sagging muscles and flabby tissues first reveal themselves on the throat. Smooth the cream or lotion upward under the chin and then around toward the back of the neck. The cleansing preparation may be removed with a soft cloth or tissue, following the direction of the movements when applying it.

After this scientific cleansing, the skin should be drenched with a refining and stimulating lotion. This lotion should be applied with a pad of cotton first squeezed out in cold or iced water and then saturated with the lotion. Knead this preparation along the same lines followed when cleansing. Press firmly on the contour, then move around the lips, over the cheeks, and brows, but when working beneath the eyes look upward and press gently. When the skin is thoroly moistened, with the lotion pat with gentle lifting pats.

When the circulation is well stimulated, smooth on the skin food. Use just a little cream on the fingers, gradually urge it into the skin and frequently replenish the

(Continued on page 72)

A Few  
Timely  
Complexion  
Hints by



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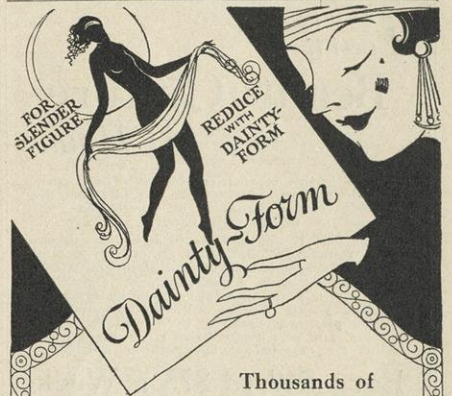
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## Thinking Beauty

(Continued from page 26)

"Those, too," said Florence Nash, "and  
more than that. Thoughts."

"As a man thinks?" I wanted to know.

"Exactly."

"You mean that we really become like  
the things we think about?"

"Yes, I honestly believe that we do.  
That is I believe that the things that are  
inside of us are far more important than  
the color of our skin or cold-cream—things  
like that. If a person thinks lovely  
thoughts, are beautiful and serenity of their  
thoughts will shine thru. If their features  
are perfect and their thoughts are cheap  
and tawdry, that will show, too. Even  
very young people reflect their inward  
thoughts and, as we grow older, these in-  
ward expressions show more and more.  
The lines on our faces are really character  
lines—they are beautiful or ugly as we,  
ourselves, are beautiful or ugly. They are  
not accidental. They are the result of our  
inward selves peeping thru."

I like the idea. I asked Miss Nash a  
few more things about it. She doesn't  
believe, of course, that we can change the  
shapes of our noses by thoughts on noses.  
She doesn't believe that we can make a  
weak chin look strong by thinking strong  
thoughts—but, now, cant we. What if a

person with an extremely weak chin knows  
that his or her chin is weak and starts in to  
conquer that weakness. Wouldn't thought  
— determination — bravery — effort —  
strengthen that chin? I half believe that  
it would.

Miss Nash told me more about her  
theory. She believes that happiness shows  
in our faces, just as do envy and jealousy,  
and only by getting rid of ugly thoughts  
and substituting lovely ones can one gain  
any sort of charm and beauty that is last-  
ing. For, if you think lovely thoughts,  
age will be robbed of its terrors. You  
won't have to dread grey hairs and wrinkles  
and lines around the eyes. You will be  
calm in the knowledge that as you get older  
your face will get lovelier and that you  
will be more lovable each year. Isn't that  
worth working for? I think that it is.  
Even when you're young, beauty of thought  
will have its reward. There's that little  
verse of Coleridge. Maybe that is what he  
means, too:

"She is not fair to outward view  
As many maidens be;  
Her loveliness I never knew  
Until she smiled on me:  
Oh! then I saw her eye was bright,  
A well of love, a spring of light."

## Happiness, Beauty's Great Recipe

(Continued from page 36)

perfection, I strive to show intelligence and  
charm, for these are the corner-stones in  
the temple of beauty."

There is a work-shop atmosphere to  
Underwood's studio which impresses the  
outsider. The place is vitalized with the  
purposeful ideals of its owner, and is dis-  
tinctly different from the majority of stu-  
dios of New York's famous artists.

The great studio-room has little furnish-  
ing save the big easel, and as Underwood

works entirely in oil the tubes lay on trays  
close at hand; innumerable tubes making  
spots of color.

Even when he talks, he works. One is  
impressed with the idea that nothing ever  
comes between him and the pursuit of the  
object to which his life has been dedi-  
cated, and for which he has sacrificed so  
much, and which in return has given him  
an international reputation, and a unique  
position in the art world.

## Nasal Breathing and Facial Beauty

(Continued from page 47)

the nose into a right and left cavity. This  
septum may be deflected or bent to one side  
or the other, causing an obstruction to  
breathing and a corresponding external de-  
formity of the nose. In addition, the pa-  
tient may complain of tenderness over the  
nose, frontal headache, dizziness, asthma,  
nasal catarrh and bleeding from the nose.  
Spurs are bony outgrowths from the sep-  
tum and they give rise to similar symptoms.

The turbinate bones are located upon the  
outer wall of the nasal chambers. These  
structures are important because it is their  
function to warm the inspired air and  
regulate the amount of moisture within the  
nose. The turbinates are the humidors of  
the nose, and even as cigars when out of  
the humidor become dry, so the nose when  
deprived of the turbinates, because of dis-  
ease, becomes dry and "catarrh" is devel-  
oped. Swelling of the bodies causes a  
broadening of the nose with widening of  
the nostrils. Collapse and atrophy of these  
bodies may cause a sinking-in of the walls  
of the nose and flappy, patulous nostrils.

Polypi are soft, jelly-like masses filling  
up the nasal chambers. The symptoms  
caused are dependent upon the location and  
size of the polypi and the amount of ob-  
struction produced. If they hang into the  
lower portion of the nose, there is a feel-  
ing of a foreign body in the nose and the  
patient can sniff and blow them to and

fro. It is probably this condition that  
Oliver Wendell Holmes has in mind, when  
he speaks of the nose as, "sneezes, snarl,  
snuff, sneer, sniff, snuffle, snigger, and  
snivel." Some of the symptoms of polypi  
are a muffled, nasal voice, cough, asthma,  
and a "stuffy feeling" in the nose. The  
external facial deformity is an inclination  
to keep the mouth open or the lips apart,  
and sometimes a broadening of the bridge  
of the nose. Tumors give symptoms sim-  
ilar to those given by polypi, only modified  
by the size, consistency and proportions of  
the masses.

The deformities described were the par-  
ticular ones caused by the individual ob-  
structions, but there are some symptoms  
common to all of them. They are a broad-  
ening of the nose and a flattening of the  
upper part of the face, particularly around  
the bridge of the nose and cheek-bones.  
Due to the extra effort in drawing in the  
air, the nostrils become larger and dilated.  
Inability to breathe thru the nose forces one  
to breathe thru the mouth. This is apt  
to cause an arching of the palate and a  
consequent irregular alignment of the teeth.  
In addition to the irregularly placed teeth,  
this malposition produces a recession of  
the lower jaw, thus changing the contour  
of the lower part of the face.

The eyes may be the "windows of the  
(Continued on page 79)



# A Department on Perfumes for Personalities

(Continued from page 42)

be added, according to the individual's preference.

Altho the olfactory sense of woman has not the naturally sharp tendency of the male, she has a greater appreciation of perfume. Women are more sensitive to higher vibrations of fragrance.

Women with red hair, no matter what their type, have a peculiarly responsive reaction to sweet odors. The red-headed intellectual woman must not be lavish in her use of perfume. She should tone down with the proper scent, that glamorous charm so often associated with her type. The fragrance of the lily-of-the-valley (even tho it may sound somewhat incongruous) combined with gardenia, is a soft supplement for her. To these two odors her perfumer may also add orange blossom as well as jasmine.

## Questions and Answers

I am very interested in your department, and as I know you have helped others, I wish you would help me. What perfume should I use? Age, eighteen; height, five feet four inches; weight, 104 pounds; eyes, oak-brown, large and sparkling; hair, dark-brown almost black with tints of red, curly; nose, medium length, straight; lips, medium width, shapely. I love music, both classical and jazz. I love books, art, outdoor sport and dancing. I am very persevering also. I am not easily excited, but I have a violent temper. I am very sentimental and love the night better than the day. I am very quiet as a general rule. Thank you very much. JOSEPHINE P., Brooklyn, N. Y.

*Answer.*—I think you should have a floral bouquet that is delicate and evenly balanced. Especially one with a fresh American Beauty rose odor.

Would you please give me some advice on the perfume best suited to my person-

ality? I am five feet six inches tall, weigh 118 lbs. Have very dark-brown eyes and dark-brown hair with a pale olive complexion. Have a very changeable disposition. I love the heavy oriental perfumes, but shall use a flower perfume if best suited to my type. Thanking you ever so much for your kindness. MARTE R., Chicago.

*Answer.*—You are too young for a strong oriental perfume. I think jasmine combined partly with orange flower would suit you, altho I am not entirely certain, as you have given no indication of your nature.

Will you kindly suggest to me what perfume would be most suitable to my personality. I am twenty years of age, height five feet three and one-half inches, and weigh 130 pounds. I possess brown hair, dark eyes, and a fair complexion. I am of a quiet nature and at times feel very moody and inclined to brood over things. But at other times when I am happy I feel very gay and vivacious. I am subject to moods and act accordingly. Thanking you for any suggestion that you may render me, I am, SYLVIA S., New York City.

*Answer.*—Because of your moodiness you need an odor that will have a stimulating and vitalizing reaction. Have you tried mimosa?

Would you be kind enough to tell me what kind of perfume a friend of mine should use? She is five feet six inches; has a lot of beautiful thick brown (rather dark) hair; big, beautiful dark-brown eyes (almost black) a very beautiful girl—has a very pleasing personality—a bit reserved. She has an olive complexion, has a big dimple in her left cheek. Thanking you for your kindness, MRS. A. K., Globe, Ariz.

*Answer.*—If your friend is a bit reserved why not give her lily-of-the-valley, fougère and muguet? I think you will find such a blend suitable for her.

## My Lady's Boudoir

(Continued from page 49)

luster, strength and brightness to the eyes. Of course the eyes must have their daily bath. But once every week, give them a rest cure. Close the eyes, relax the muscles, and apply a cotton pad dipped in ice-water, then in astringent. Keep the eyes closed for five minutes, then repeat. Before retiring, pat around the eyes with a special cream or muscle-oil.

On another night, give special attention to the neck. Steam with warm water and soap, almond meal or a bleach powder. Rinse well. Apply a good skin-food and go thru the neck exercises given here so many times. Then, before an open window, deep breathing exercises. Then cold water and ice and if you are inclined to double chin, use a chin-strap or a homemade bandage dipped in astringent and bound tightly around the head.

Of course you give your hands and arms special care every night else they could not be lovely and well kept. But give them, this one night special care. A thor scrubbing, then a massage with nourishing cream. Use a lemon cream if possible, leaving some on overnight. Pay special attention to the nails and also to the elbows. Scrub the elbows well, and massage well


with bleaching cream. Elbows, sometimes, are anything but lovely. Make yours beautiful.

Every night is bath night, to be sure. But upon this night take a luxury bath. Or perhaps you will like it Sunday morning when you have more time. The kind when you don't have to scrub to make yourself clean, or the kind when you don't have to hurry. Treat yourself to some scented bath crystals, violet, rose, lavender, carnation. We have heard of scented bath crystals that have medicinal qualities that take out aches and pains. And sometimes you may have an oatmeal or almond meal bath. Small cheese-cloth bags filled with the ingredients and placed in the tub in which you luxuriate leisurely will give a soft, satiny sheen to the skin which is delightful.

Finish with cold water, an oil or alcohol rub and plenty of your very best talcum.

Take stock of yourself—and plan your beauty budget. You can be attractive. And good grooming, daintiness, is the foundation of charm. A half-hour—fifteen minutes each day—and you may achieve your womanly birthright—beauty.

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Subtile Touch  
of Nature*




*and  
Perfectly  
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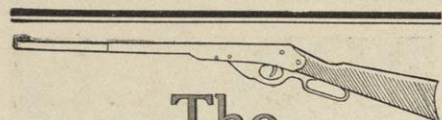


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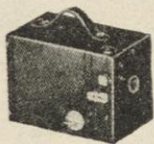
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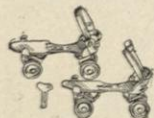
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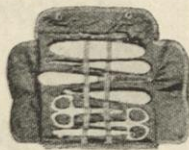
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## Hands of Beauty

**P**RETTY hands—we have been told, like sweet tempers and paragons of husbands—are largely a matter of care and cultivation. The long, slender hands, perfect of form and proportion are ideal, of course. But most of us can content ourselves with the knowledge that really perfect hands are as rare as a few other nice things in this world, and that we can struggle along very well with our good imitations, providing we are able to keep them clean and well groomed.

A woman's hand to be truly beautiful must be soft and yielding, with small, dainty joints, a satiny surface and carefully manicured nails of shell-pink tint.

Next, relaxation and repose are to be cultivated. A beautiful hand that fidgets continually is not to be admired. Ben Johnson once said: "A busy woman is a fearful nuisance," and he very likely had in mind some fussy dame whose fingers were everlastingly picking at things and continually on the move.

The hand can easily be taught to move gracefully. Swinging the wrist backward and forward, raising the hands high above the head, and general exercises for the cultivation of gesture and expression are all good and can bring about the habit of relaxation and activity. No gestures at all, tho, are better than awkward ones.

Large joints also are unsightly. It is said that a certain beauty of old never closed her hands for fear of hardening the joints. It is said too, that it was the desire for dainty, delicate hands that first gave nice little boys the job of trotting

after stately dames and carrying my lady's prayer-book or fan.

Fancy one of these ladies hanging to a strap in the crowded subway—or indulging in a bargain-day scrimmage—or tussling with the swing-doors that bar our entrances to the big stores!

With the hands, as with most things in the desire to attain beauty, cleanliness is the first great essential. An occasional hard scrubbing is necessary to keep the hands smooth and pretty. Unless the hands are unusually moist, very hot water should not be used. Have the water just warm enough to be cleansing. Use a good soap and a hand-brush. Let the soapy water out of the basin and fill again with a clear rinsing bath. When drying, be sure the towel is not coarse or rough, and that it absorbs every particle of moisture. Very gently press back the cuticle around the nail. A little orange-wood stick or piece of ivory will assist you.

Let the hands have their most cleansing bath just before you go to bed and then is the time to apply the hand cream, lotion or cosmetic jelly. Massage this well into the skin. If the cream or lotion is put on a half-hour before going to bed and is thoroly rubbed into the skin, it is not necessary to wear gloves to bed, altho some women think this practice is necessary to soft, white hands.

A good lemon cream is bleaching, or lemon-juice may be applied to red or tanned hands and cold cream afterward when the juice is dry.

## The School of Beauty

(Continued from page 34)

The question of exercise is a large one, and we will take it up at some length at another lecture and discuss the best methods of exercise from a beneficial point of view to the circulation, respiration and waste and repair processes of the body.

I know that many of you are waiting to hear more about the special care and treatment of the skin and hair as an aid to adornment, and we will discuss everything pertaining to this subject as rapidly as we hear from you and know your needs.

The first steps to be taken for a good-looking skin, I am sure we all agree, is a healthy skin; for blackheads, oily, rough and pimply skins, eczema and all chronic skin eruptions are due to unhealthy bodies. We therefore must feel sure that we know how to keep well before we attempt to correct unhealthy skin conditions and then we can discuss countless methods of adornment and practical cosmetic aids, from superfluous hair and rough and oily skins to peach-bloom complexions and how to make and retain them.

## Find Beauty In Your Own Mirror

(Continued from page 69)

supply. Apply it generously under the eyes and under the chin, unless there is an inclination to a double chin. Use a kneading and patting motion following the direction of the lines in the illustration.

If this treatment is being followed at night, leave a small surplus film of the skin food to be absorbed while you sleep. In the daytime, remove the skin food with cloth or tissue, then place a thin tissue over the face and quickly smooth over it a piece of ice.

An astringent, protective powder base should then be smoothed over face and throat. Generally a cream is best adapted to a dry sensitive skin, while a lotion is more becoming if the skin be oily and porous. Finish with powder, and if desired, rouge and lip-stick.

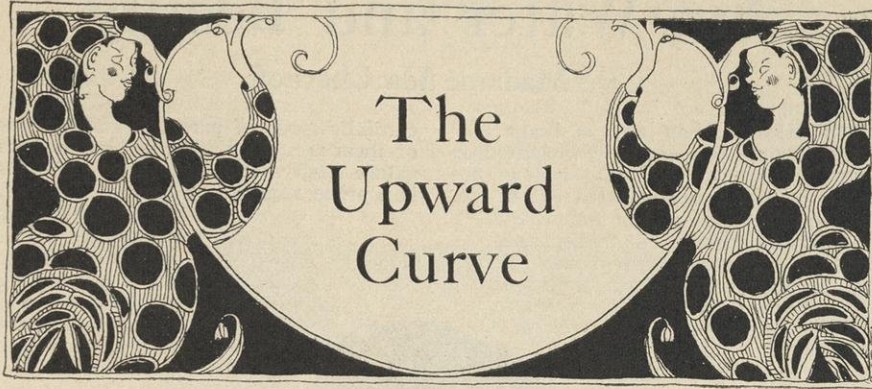
This method of applying preparations should be followed by all persons. However, it is important that the preparations used be chosen with regard to the condi-

tion of the skin, whether it be dry, oily, sallow or wrinkled. These movements are easily learned and soon become a mere routine or habit.

Begin at once to *memorize* this treatment, step by step. First master the movements for the contour and neck, then for the cheek and lips and finally for the eyes. It is only by *working directly on the principal muscles and tissues* that you can keep them healthy and vigorous, the circulation active and the skin firm and smooth. And isn't it worth while to spend an hour mastering this treatment that you may pass thru the years defying the threats of time?

In subsequent articles I will explain how preparations should be applied when one desires to correct wrinkles, crow's-feet, sagging muscles, blackheads, coarse pores, acne, double chin and other prevalent defects which keep many a woman from looking her best.





## A Smiling Line

(With these three prize-winning jokes and eight that are nearly as good, the editors announce the close of the department, and promise you something equally amusing in the December number)

A small boy had been introduced to a Mr. Winchester about the time he was memorizing "Sheriden's Ride" to recite at a school entertainment.

Soon Mr. Winchester met the lad again and asked if he remembered him.

The lad tried to recall the name and after a moment answered, "You are Mr.—twenty miles away!"

Rolls-Rich: "I cant tell a girl's age any more—the bobbed hair's still got me fooled."

Rips-Snorts: "Well I tell you, old man: if she talks about 'my lawyer' she's over eighteen."

FATHER: "Well Dolly, I just got a check this morning. Take \$10.00 and buy yourself a hat."

DOLLY: "Oh father, spend it on yourself. I dont need it."

FATHER: "But you need a hat, dont you?"

DOLLY: "No father, the girls have started a freckle fad, so we are not going to wear any hats this summer!"

Ma says, the only take women should take in politics, is to raise brand-new voters.

### Two-Dollar Prize Winners

#### HELLO CENTRAL

Two girls were talking over the wire. Both were discussing what to wear at a coming party. An impatient masculine voice kept interrupting. One of the girls became indignant and asked, "What line do you think you are on anyhow?"

"Well," he answered, "I am not sure, but judging from what I have heard, I should say that I was on the clothes-line."—MISS E. LINKE, Cincinnati, Ohio.

"Johnny, how did you get all that powder on your coat?"

"I went to the Senior dance last night, and I am keeping the school girls' complexion."—HILDA ENTNER, Los Angeles, Cal.

Dr. George was quite old-fashioned and abrupt in his manner. One day a young flapper breezed into his office and requested to be vaccinated. He prepared the vaccine and started to roll up her sleeve when she quickly said, "Oh no, not on my arm!"

"Your leg, then," suggested the Doctor.

Glancing down at her silken-clad ankles, she said, "No, not there."

"Where then?" inquired the Doctor.

Tossing her head, she said, "Oh I dont care. Some place where it wont show."

"Humph!" exclaimed the Doctor. "That's a hard place to find nowadays!"—MRS. C. C. ANDERSON, Mt. Pleasant, Iowa.

An Irishman went into a Chicago store. Says he, "Faith, an' did you put in the papers you wanted a man?"

"Yes," said the storekeeper; "And I distinctly stated that all applications must be made by mail."

"An' faith, an' it's meself that's a male, sure," says Pat—and he was hired.

A young lady in a nearby town has been keeping company with a young man named Phil Reddy. When asked when she was going to be married, she said, "When I get Reddy."

MR. Y's: "I hear Mrs. Newlywed simply adores her husband."

MR. SY's: "Yes, I hear she sets burnt offerings before him three times a day."

Lady—I want a cook. She must be honest, industrious, clean and reliable.

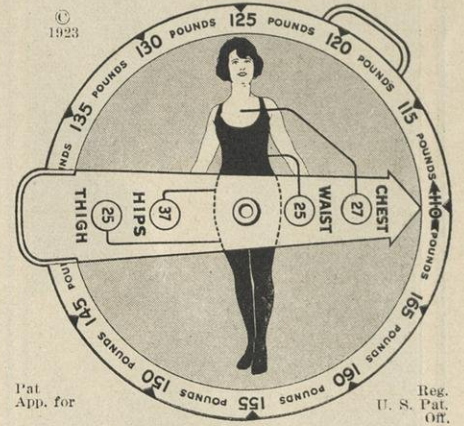
Agent—You had better take four, madam—you will possibly find those virtues among them.

HE: "Do you know that it is dangerous for girls to smile?"

SHE: "Why?"

HE: "Because it lights up the face and might set the powder off!"

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MOST PEOPLE know by this time that nobody need stay STOUT. That the Wallace method DOES reduce anyone. But now a new device makes getting thin to music still easier! It is called a *weightometer*, and aids in losing weight where you want to lose it.

Wallace Institute is for the present distributing it free.

If you doubt that Wallace reducing records will play away every pound of excess weight, you must have missed all that magazine editors and beauty specialists have said about it; and the amazing photographs that have been published, some of women who reduced 50, 60, and even 80 lbs! But the one way to turn thoughts of reducing to reality is to send for Wallace's first lesson and use it. Results are guaranteed!

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Notify Wallace you wish to test the music method of reducing. The complete outfit will be sent you without any obligation, for a full and free trial. Those applying now will receive a weightometer—entirely free, and yours to keep. The *weightometer's* revolving dials will give you scientifically correct measurements conforming to your weight, height, age. You can control reduction of waistline, hips, thighs, etc.—to the ounce.

Send today for your free trial lesson; send no money, just your name. Let the test decide you as to taking the full course; unless you want it, you may return the record at Wallace's expense, keeping the interesting *weightometer* for your own use. Fill in the coupon:

WALLACE, 630 S. Wabash Ave., Chicago

Send me FREE and POSTPAID for 5 days' free trial the original Wallace Reducing Record for my first reducing lesson. If I am not perfectly satisfied with the results, I will return your record and will neither owe you one cent nor be obligated in any way. Please include a weightometer which is mine to keep.

Name.....

Address.....

P. O. & State.....





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MRS. M. D., COLO.

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So many married women have written us for advice about making money, that we have been encouraged to work out a suitable plan ourselves to meet their demands.

Much to our delight, practically everyone who has tried the plan, has succeeded in earning quite a bit of money.

Even those with tremendous household duties, and children to take care of, have found ways to turn our plan to their financial advantage.

It makes no difference how you may be situated, if you can use more money than you now have coming in, you should let us tell you how to turn your spare hours into dollars. Representatives are wanted at once, in every locality, to take subscriptions for *Motion Picture Magazine*, *Classic*, *Shadowland* and *Beauty*. Our booklet entitled "The Open Road to an Independent Income" will tell you how to enter this fascinating business and the amount of money you can make. If you are interested in having more money, send in the coupon for the booklet and further particulars.

Subscription Department  
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175 Duffield St., Brooklyn, N. Y.

# Air, Water and Beauty

By Madame Ida Chernoff

"EVERY woman can be beautiful!" Time and again have I insisted on that truth—and often has an apparent exception been pointed out to me.

But, there are no exceptions! For many a different charm may win for a woman the designation—"beautiful." It may be her hands, her voice, her carriage; perhaps her color or her hair—even her womanly graciousness. But if she has one certain thing, then, despite irregularity of features, she will find none to envy. A fine complexion is a short cut to beauty.

A good complexion is one-fifth nature and four-fifths care. And of these four-fifths, one is proper food, one is ample exercise, one is cleanliness and the last one is the judicious aid of cosmetics.

The essential principles of life are food, air, water. Food must be chosen so that it gives proper nutrition and so that its waste is properly eliminated. Food should be masticated well, else an overloaded stomach will lead to indigestion—beauty's dread enemy. The thin person will choose foods of an entirely different nature from those selected by a fat person—but no one with faulty elimination or who is improperly nourished ever achieved beauty.

Strenuous exercise isn't necessary to beauty. In fact, deep breathing is an important exercise in itself. Women who breathe deeply, taking a large amount of air into their lungs, are less liable to have blood impurities. Deep breathing promotes good nature. It has been observed that no one ever committed suicide who knew how to breathe properly. Beauty may be only skin deep, as has been said—I believe it is as deep as one breathes.

The cleanliness that I have referred to above is internal as well as external. Plenty of water is necessary if the blood is to be kept free of accumulated impurities, and water because it is free, is not appreciated. One who goes to a sanitarium and pays ten dollars a day gets plenty of rest, lives long hours in the open air, breathes deeply, forgets to worry, eats nourishing food and not too much of it, and is asked to drink plenty of water. Such a person, on returning home, feels mighty good, and thanks the sanitarium; when, as a matter of fact, all these benefits are his for the asking right in his own home.

Sluggishness is a sign that too much fuel is being taken into the body, or that the ashes aren't being shoveled out. Restricted diet, deep breathing, plenty of water, all work wonders—and sluggishness must be banished before beauty comes.

Cosmetics were once looked upon as something to gloss over an unhealthy or unclean skin. Today they are differently regarded. Cosmetics as prepared today,

carefully made of pure materials as most of them are, work from without to assist nature from within. For utter cleanliness is a prime requisite of beauty. Soap and

water are perhaps permissible for a very oily skin; but for a dry sensitive skin the cleansing cream is to be preferred. Some women have told me that they cannot feel that sense of radiant cleanliness without using soap and water. I invariably suggest to them that they first use soap and water and then the cleansing cream—and note that the cream always removes more dirt.

The use of clay preparations are necessary to induce active circulation—and the woman who removes them with water should find such an occasion ample to satisfy her desire

for something besides cleansing cream. In fact, the sensation of cleanliness that follows the removal of a mud pack alone justifies its use.

Mud packs are an example of the proper cosmetic; they assist the body in eliminating its impurities. The mud dissolves the impediments which obstruct the pores, thus enabling the glands more naturally to throw off impurities. Then too, by stimulating the circulation of the blood, they tend to tighten the flabby muscles.

Mud packs stimulate lazy tissues. They also bleach the skin. The mild acid which they contain being effective upon freckles and sunburn.

It has been truly said that we begin to die as soon as we are born.

Each day of our lives finds an addition to the slow accumulation of waste matter in our cells that cannot be eliminated. If we are careful while we are young to create no superfluity of waste matter and not to make too difficult its natural elimination, we may hopefully retain youth and beauty. Plenty of water, plenty of air, judicious use of cosmetics will persuade Beauty to be a life-long partner. But, begin now!

"How wise are we when chance is gone  
As backward our eyes we cast,  
We can see the things we should have done  
When the time for doing is past."

## Beauty

By ANACREON (About 563-478 B. C.)

HORNS to bulls wise Nature lends;  
Horses she with hoofs defends;  
Hares with nimble feet relieves;  
Dreadful teeth to lions gives;  
Fishes learn thru streams to slide;  
Birds thru yielding air to glide;  
Men with courage she supplies;  
But to women these denies.  
What then gives she? Beauty, this  
Both their arms and armor is:  
She, that can this weapon use,  
Fire and sword with ease subdues.



MADAME CHERNOFF



# Hair Health and Hair Beauty

(Continued from page 56)

should take its place. With a too-rapid disintegration of the cell, due to lack of hair health and nerve tone, there is secreted and discharged an oversupply of this oily fluid, resulting in what is known as "oily hair"—the despair of its owner, and also of the hair-dresser, for it is so difficult to arrange it attractively.

This function is distinctly under the control of the nerves. And *oily hair* may be charged up against the already-too-long account of the condition known as "nervousness"—or lack of nerve tone.

The only true promoters of balanced nervous tone (because the only natural ones) are proper body balance and poise; proper exercise; sufficient oxygen, secured by poise and exercise; proper foods—those which have not been denatured, or over-commercialized. And a mental state which is indicated by a love of all things, joyous, true and beautiful.

Brushing helps to keep the hair glossy—just as it helps to keep the coat of a thoroughbred horse in prime condition. It removes the dust gathered up by the hair during the day. The friction of the scalp (carefully applied) invites the blood to the scalp, for a better nourishment of the cells. At the same time the blood must

be supplied with the elements which the hair cells require for nourishment—just as the thoroughbred horse requires his balanced ration of oats, hay, water, to feed the cells making up his coat of hair.

The brushing should be carefully done, and as regularly as one retires. The hair is like a plant, and thrives like a plant on good care. Sunshine is as good for the hair as it is for the plant—brings out all its beauties.

The best method of brushing is to part the hair down the middle, front and back. Brush twenty (20) strokes on each side front, and the same number on each side back. A narrow brush is easiest to handle; and a moderately stiff one brings better results as to gentle friction of the scalp, and removal of dust. After the nightly brushing, braid the hair in two braids, to prevent tangling.

The number of shampoos differ with the individual, and the conditions. A dry-shampoo, by a good operator, using pulverized orris-root is often of greater benefit in the case of oily hair than too frequent soap and water shampoos.

But you must co-operate with your operator in trying to preserve or restore the beauty of your "crown of glory."

## Beauty in Strange Lands

(Continued from page 58)

Mrs. Johnson with her wealth of thick glossy brown hair, worn turned up under her heavy felt tropic hat, was a source of considerable distress to the native women of the African wilderness. They were positively sure that it was much more beautiful to have their heads closely shaved. And they treasured the sharp little bits of glass which they used to do it with. A committee of these ladies of profound color called on Mrs. Johnson one day and offered to fix her head up just the way they were sure it would look best. Talking in the few words and many signs they warned her that women with long hair stood in great dangers of losing their husbands. How ugly Mr. Johnson must think she looked with all that mop of hair! How ashamed he must be when he compared her with all the handsome black women around!

"The funniest thing," remarked Mrs. Johnson, "is the difference of notions about noses. In Africa the native women thought I was a little crazy because I just would powder my nose. If there is anything I don't like it is a shiny nose, and if there is anything they do like it is a whole shiny face. They like to look like a nice new piece of patent leather."

"And who," I asked, fishing for more interesting lore, "do you think are the most beautiful women in the world?"

"American girls, of course," Mrs. Johnson came back promptly. "There are no women in the world so well groomed and who take such good care of themselves as American women. The English woman is very likely to be awfully plain to look at. There are smart exceptions of course, but I am speaking of the average. And then there is the French woman. With the fashion reports and stage beauties of Paris in our minds we are likely to think over here that they would be the last word in all that's chic and all that. But the French woman is really rather a dumpy little person, with not such good proportions as our American girls."

"But even with all of our athletics and

outdoor sports the American girl could take some lessons from the untrammelled South Sea beauties with their wonderful figures. Swimming probably has a lot to do with them, and they literally seem to live in the water. The weather is always bathing temperature and they swim like the fishes that play around the coral reefs."

After her several long summers under the tropic sun it is surprising to find young Mrs. Johnson herself with no more evidences of the trials of the desert and jungle trails than if she had just stepped out of a girls' boarding-school. She is as pink and white and unblemished as the Palm Beach had been her farthest south. She attributes this to just a plain, healthy outdoor life and reasonably good care and no worry.

Mrs. Johnson's exploring costume is rather like a boy scout's togger. In Africa she wore khaki trousers, a thick khaki shirt, wool stockings, high boots and a big felt hat with a piece of red flannel inside the crown. It sounds hot but it is to keep the heat out and protect the wearer from the penetrating power of the African sun.

"One of the problems of East Africa was water to wash in," said the exploring little lady elephant-hunter. "Most of the water there is terribly alkaline and full of all kinds of things besides. We usually had to treat it with chemicals and that didn't improve it any for complexion purposes. So I seldom used water and soap on my face more than once a day. At night I used a cucumber cream and in the morning cleaned my face by wiping it off with little soft squares of cheese cloth that were light and easy to carry on trail."

"And I always dressed for dinner, even when we were on 'safari'—that is the African word for expedition—out in the jungles. But dressing for dinner was not so complicated. It meant a red-silk handkerchief head-dress, or on special gala occasions putting on one of those Chinese white-linen suits that I got in India."



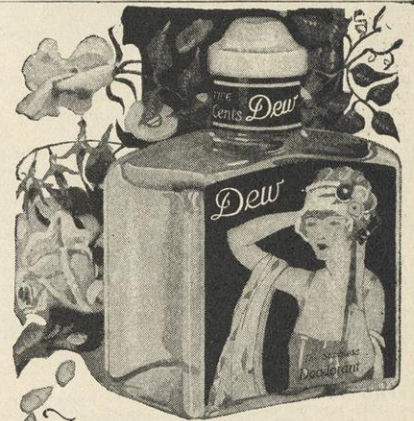
## Eyes Like Stars

You see them so often on the stage and screen—those rare, soft, starry EYES that glow with light and feeling. Every woman, way down in her heart, wishes, she, too, might possess them.

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# Sleep: the Natural Beautifier

By Keith Richards

**D**EAR old Mother Nature, the greatest of beauty specialists, has preached, for years, the doctrine of sleep as Nature's first aid to Beauty.

While we have followed her teachings, and slept—more or less—it has meant nothing to us. We have been taught from childhood that our bodies needed sleep. Therefore, we sleep, but it is generally either more than nature requires—or less.

We grow lazy, or overly ambitious, or we may, perhaps, try to sleep on a schedule that failed to meet our individual needs. Six hours sleep may be all that nature demands from one person, while from another she will exact seven or eight in each twenty-four. Each individual must, therefore, find out exactly his or her own bodily needs, in the matter of sleep, and adhere to nature's personal demands.

Sleep, that potent medicine that rebuilds and revivifies the body, and keeps it in the pink of condition, is closely associated with its two powerful allies, exercise and proper diet. Rest is a hand-maiden of the three combined, and comes willingly at their beck and call when all three have been well regulated.

Worry and care, unless cast off, cause fitful slumber, which in turn leaves the face lined with the wrinkles and furrows that leave no doubt as to their parentage. The lack of sleep, in its proper proportion to the needs of the body, undermines the entire constitution, while an overabundance of sleep leaves the brain dull and the face heavy and stupid.

The right amount of sleep, and that amount to be determined by each individual, leaves the face with an expression of animation, and the eyes clear and sparkling. It builds up the strength and repairs the waste of the body in a manner that cannot be obtained in any other way.

Night is the best time for sleep, as everyone knows, and the sleep gained before midnight—so-called Beauty sleep—is worth twice the time after midnight, for it is the early hours that yield the sound sleep of exhaustion.

Day slumber is apt to be fitful and uneasy, but the rest and relaxation gained by stretching out for an hour on bed or couch will prove of great benefit to tired and jangled nerves, and as rest is so closely associated with sleep, its further benefits speak for themselves.

Sleep induced by the use of drugs is of doubtful value. While there are cases in which drugs are given by the physician to produce sleep, it is seldom that the average healthy person need resort to this strategic move.

The effect of the drug is only transient in its benefits, and will eventually leave a physical wreck to mark its use. Proper exercise and deep breathing will insure a more healthful sleep, and one from which the benefits will be more lasting.

A brisk walk of half an hour, just before retiring, or sponging the body with cold water, followed by a brisk rub-down with a coarse towel, will often induce sleep. Mentally repeating the alphabet backwards or counting the tickings of a clock, even counting sheep jumping backwards over a fence, while it seems absurd and trivial, has been known in many cases to produce the desired result.

Frequently it is lack of ventilation, too few or too many clothes or covers, or the arrangement of pillows that is responsible for the prevention of sleep.

Ventilation is in greater favor with the

present generation than with our ancestors, and one wonders how sleep could ever be induced with the air shut from the bedrooms in which they slept. If you would have healthy and restful sleep, open wide every available window in your bedroom, and breathe the pure oxygen with which nature intends for you to fill your lungs.

The body and head should be nearly upon a level when sleeping, and it is best to use no pillow at all. However, if one must have a pillow, it should be a flat one, and only one. When the head is too high, the spine is twisted and the muscles of the neck are strained. Sagging face muscles and double chins are also caused by the high pillows, for they allow the muscles to relax, and throw the head forward so that the flesh under the chin lies in folds.

There is a diversity of opinion as to the proper position for sleeping. Some authorities insist that lying upon the back is most healthful as it allows the internal organs to fall more nearly into their normal positions. Lying upon the right side also has its strong adherents, and is considered more healthful than the left side, since lying upon the left side of the body is apt to cause pressure upon the heart and impede its action. The circulation of the blood is best when the limbs are straight and this position is supposed to be conducive to better physical development.

Never sleep in a half-sitting position, for if you would woo restful slumber, the body must be nearly, if not absolutely level. If the habit of piling pillows under the head has become a set one, try gradually reducing their size until you have brought the body to a more natural and healthful position.

Retiring soon after a heavy meal will cause anything but refreshing slumber, for the stomach needs several hours to complete the heaviest part of its digestive work, and is in no condition for complete repose until this work is done.

If you would be beautiful, you must sleep well and you must sleep the full amount of time that your body demands. Nothing will so brighten the eyes, clear the brain, and bring rosy cheeks, ambition and health, as complete repose, and complete repose means healthful sleep.

Sleeping conditions should be of the best. A lumpy mattress or a closed room do not tend to delude the body into believing that it is receiving its just due, and Old Mother Nature dislikes deception and forbids continued disobedience of her laws.

Fill your sleeping apartment with those things necessary to its comfort and attractiveness, but avoid overcrowding it with germ and dust collectors. Remember that sleep is as much a necessity as a luxury, and should be granted under conditions as ideal as it lies in your power to make them.

Arrange your bed in such a position that it receives plenty of air from the open windows, but in a position that the morning sun does not strike across your face. Keep the bed-clothing well aired, and discard the weighty bed-clothing that supplies no more warmth than a lighter but better grade blanket, and tends only to tire the sleeper.

Sleep, if taken intelligently, may therefore, serve the two-fold purpose of not only rebuilding nature's waste, but of also aiding and bringing out woman's natural heritage—Beauty.



# Our Popular Vote Contest

(Continued from page 44)

## Second Prize Letter

DEAR CONTEST EDITOR:

To me, Pauline Frederick is the most beautiful woman of ancient and modern times. Her beauty is not that of perfection of feature. It lies in the artistic dressing of the hair, the grace of her lovely hands, the charm of her personality which forms a perfect whole of Beauty. The impression which she makes is always pleasant. It lingers like the echo of a sweet song or the perfume of honeysuckle on a spring night.

Miss Frederick's beautiful soul shines in the depths of her wide eyes, and the expression on her face is elusive and indefinable in its wistful appeal. Her innate self is but reflected in her beauty, and a woman of such charm is ever fascinating. Truly she is like a precious diamond flashing all colors from its soft folds of warm, rose-colored velvet. There is nothing cold about Miss Frederick. She is human.

ETHEL ROADS,  
1400 W. Norwegian St.,  
Pottsville, Pa.

## Popular Vote Contest

Mary Pickford.....	1928
Katherine MacDonald.....	1549
Lillian Russell.....	1285
Corliss Palmer.....	965
Elsie Ferguson.....	892
Pola Negri.....	876
Lillian Gish.....	862
Claire Windsor.....	791
Madame Récamier.....	783
Agnes Ayres.....	750
Marion Davies.....	746
Gloria Swanson.....	687
Bebe Daniels.....	680
Olga Petrova.....	643
Anita Stewart.....	642
Mona Lisa.....	631
Pauline Frederick.....	601
Mae Murray.....	587
Ethel Barrymore.....	570
Alice Terry.....	564
Lady Diana Manners.....	549
Alice Joyce.....	540
Betty Compson.....	390
Alice Brady.....	383
Theda Bara.....	377
Marie Antoinette.....	365
Barbara La Marr.....	355
Queen Marie of Roumania.....	349
Gaby Deslys.....	348
Lady Hamilton.....	342
Nita Naldi.....	330
Vigée Lebrun.....	303
Mary Queen of Scots.....	298
Mme. Sarah Bernhardt.....	288
Victoria, Queen of England.....	270
Madame du Barry.....	270
Shirley Vernon.....	267
Norma Talmadge.....	265
Mary Anderson.....	252
Marguerite Clark.....	240
Cleopatra.....	237
Mary Astor.....	233
Betty Ross Clarke.....	230
Tallulah Bankhead.....	228
Mme. Lina Cavalieri.....	217
Mary Garden.....	210
Ninon de l'Enclos.....	181
Aileen Pringle.....	132
Violet Mercereau.....	125
Maxine Elliott.....	119
Mme. Pompadour.....	106
Mary Roberts Rinehart.....	102

This contest will close in January issue instead of December as previously announced. Votes received after October 10th will not be counted.

Always stand on the front or ball of the foot and keep the knees straight. Carry yourself so that a string extended downward from your chest would reach the floor without touching another part of your body. Do not push your head forward and do not be in a hurry so that you waddle along, like a little duckling, with absolutely no grace or carriage.

Doesn't hurt the skin  
a particle

## Unsightly Hair Disappears as tho by magic

New Way—Never, Before Anything Like It—  
Quick, Easy, Sure Absolutely Harmless to Skin

NO excuse now for any man or woman letting unsightly hair stay under the arms or other places where it isn't wanted. No longer any need to resort to makeshift methods that merely remove the hair temporarily, that make it come back thicker and heavier than ever, or that injure and irritate the skin.

Here is a new, quick and sure treatment that is guaranteed to end embarrassing hair, without hurting the skin a particle. Sent on trial to prove it—won't cost you a penny if it is not as represented.

It's a combination treatment—never before anything like it. First you apply a bit of Kilrute Powder—almost instantly this dissolves the part of the hair that shows—in a few minutes all external trace of hair is gone. Then you apply a bit of Kilrute Lotion—this enters the hair socket or channel and works down to the hair follicle and devitalizes it. It does this by stopping or drying up the secretions which nourish the hair—literally starves the hair root to death.

## FREE TRIAL

Why let unsightly hair spoil your appearance when it's now so easy to get rid of it? Don't send any money—just mail the coupon or a postal card for full information (in plain sealed envelope) about this wonder-working Kilrute treatment and our prove-it-to-you trial offer, also many letters showing what men and women who have tried it think of it, together with the three Kilrute Magic Beauty Secrets. Send the coupon now—see for yourself how quickly and easily you can be free from embarrassing hair.

## KILRUTE COMPANY

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New York City

## A Single Application

A single application of the Kilrute Powder, at a cost of only a few cents, is all that is needed to take away all external growth. Then a few applications of the Lotion will gradually devitalize the follicle and the hair dies and seldom comes back. (Kilrute is as effective for men as for women.)

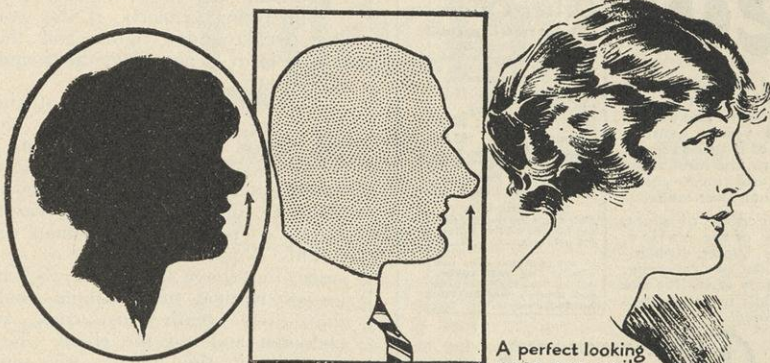
## Use This Coupon

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Dept. 210, 247 West 72nd St., New York City

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Without any obligation to me, please send me (in plain sealed envelope) full information about the Kilrute Combination Treatment for removing unsightly hair, and your guaranteed trial offer, also the three Kilrute Magic Beauty Secrets.

Name.....  
Address.....  
Note: News of the wonderful work of Kilrute has caused such an overwhelming demand that we are obliged to discontinue sending out free trial samples, but we shall be happy to give FREE DEMONSTRATION or full treatment with charge at above address.

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A NEW SCIENTIFIC, PAINLESS METHOD OF

## CORRECTING ILL-SHAPED NOSES AT HOME

TIME ADVANCES—as does science succeed in perfecting each invention. My 15 years of experience in manufacturing and selling Nose Shapers have proven to me that I can now offer to the unfortunate possessors of ill-shaped noses the most meritorious Nose Adjuster of the age. My latest improved Model No. 25 (U. S. and many foreign patents) has so many superior qualities that it surpasses all my previous shapers and other Nose Adjusters by a large margin.

In the first place, my newest appliance is better fitting; the adjustments are such that it will fit every nose without exception—my apparatus is constructed of light weight metal, and is afforded very accurate regulation by means of six hexagonal screws, which are regulated with a key and the screws are then

locked in the desired position. These screws will bring about the exact pressure for correcting the various nasal deformities—such as: long-pointed nose—pug-hook or shrew nose—and turned up nose—and will give marked success in modulating the distended or wide nostrils. There are no straps to be pulled in order to exert pressure on the nasal organ.

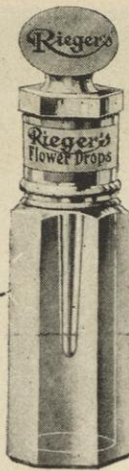
Model No. 25 is upholstered inside with a very fine chamois (covering a layer of thin metal) which protects the nose from direct contact with the apparatus; this lining of metal causes an even, moderate pressure on the parts being corrected, thus avoiding a harsh, violent pressure in any one place.

Model No. 25 is guaranteed, and corrects now all ill-shaped noses without operation, quickly, safely, comfortably and permanently. It is to be worn at night and, therefore, will not interfere with your daily work.

If you wish to have a perfect looking nose, write today for my free booklet which tells you how to correct ill-shaped noses without cost if not satisfactory.

M. TRILETY, Face Specialist 1936 Ackerman Bldg., Binghamton, N. Y.





\$15.00  
an  
ounce

\$8.00  
a half  
ounce

## The Most Precious Perfume in the World

**R**IEGER'S FLOWER DROPS are unlike anything you have ever seen before. The very essence of the flowers themselves, made without alcohol. For years the favorite of women of taste in society and on the stage.

The regular price is \$15.00 an ounce, but for 20c you can obtain a miniature bottle of this perfume, the most precious in the world. When the sample comes you will be delighted to find that you can use it without extravagance. It is so highly concentrated that the delicate odor from a single drop will last a week.

# Sample 20¢

Send 20c (stamps or silver) with the coupon below and we will send you a sample vial of Rieger's Flower Drops, the most alluring and most costly perfume ever made.

Your choice of odors, Lily of the Valley, Rose, Violet, Romanza, Lilac or Crabapple. Twenty cents for the world's most precious perfume!

### Other Offers

Direct or from Druggists  
Bottle of Flower Drops with long glass stopper, containing 30 drops, a supply for 30 weeks:  
Lilac, Crabapple, \$1.50  
Lily of the Valley, Rose, Violet, \$2.00  
Romanza, \$2.50  
Above odors, 1 oz. \$15  
1/4 oz. \$8

Mon Amour Perfume, sample offer, 1 oz. \$1.50

Souvenir Box  
Extra special box of five 25c bottles of five different perfumes, \$1.00

If any perfume does not exactly suit your taste, do not hesitate to return and money will be refunded cheerfully.

TRADE MARK REGISTERED  
**Rieger's**  
PERFUME & TOILET WATER  
**Flower Drops**

Send The Coupon Now!

Paul Rieger & Co., (Since 1872)  
161 First Street, San Francisco

Enclosed find 20c for which please send me sample bottle of Rieger's Flower Drops in the odor which I have checked.

☐ Lily of the Valley ☐ Rose ☐ Violet  
☐ Romanza ☐ Lilac ☐ Crabapple

Name.....

Address.....

☐ Souvenir Box—\$1.00 enclosed.

☐ .....\$ ..... enclosed.

Remember, if not pleased your money will be returned.

## The Hair and the Brush

**H**AVE you noticed the elderly woman with the beautiful hair—how everyone turns for a second admiring glance? No doubt you have, so let it impress upon you the necessity for care of your hair in earlier life. Get the habit of letting your hair down and brushing it thoroughly every evening. To miss an evening now and then cannot lead to serious consequences but to sleep habitually with the hair done up is inviting all sorts of distress in later life.

Get a good brush with long bristles set rather far apart. The long bristles reach thru the hair and the mild scratching stimulates scalp and hair roots, as well as loosening and clearing out dust and flakes of scarf skin. The hair and the finger nails are of the same substance. Notice how bright your nails become when polished with a buffer. Your hair takes on the same luster when thoroly well brushed. To lay the brush on the hair, brushing on the outside only, is not sufficient. Raise the hair and brush from underneath, for the hair needs ventilation as well. Brush from the roots to the tip ends. Draw the brush firmly but slowly and smoothly thru the hair. Besides being the most excellent treatment for the hair, it rounds out the arms and gives them graceful training.

There is a continual desquamation, or scaling, of the scarf skin over the entire body. The clothing brushes the scales from the body to a great extent but the hair holds them and they must be brushed out. Then again, your hair collects dust from the street just the same as does your clothing, or even more so, because of the

natural oiliness of the hair, and it is essential that the dust be brushed out daily. If not, the dust clogs the pores from which spring the hair roots, interrupting the action of the sebaceous glands. That is one of the causes of dry, lusterless, splitting hairs, and their eventual dying and falling out. Think this over carefully and realize its importance and do not put off till tomorrow the cultivation of the habit of the nightly brushing.

The brushes must be kept clean by frequent washing. The laundering of your clothing is of no more importance than the cleansing of your brushes.

In cases where the glands of the scalp secrete an insufficient amount of oil it is well occasionally to oil the scalp. It is quite a troublesome task to attempt alone, as it is the purpose to get the oil on the scalp and not on the hair. The hair must be parted and the finger-tips dipped into the oil which is then worked into the scalp along the parting. Then another part is made quite close to the first and the process continued until the entire scalp is gone over. Even with the greatest of care it is almost impossible to avoid getting the oil on the hair, so that usually one must needs give it a shampoo after an hour or so to remove the excess oil. The oil loosens all flakes of dandruff, and the subsequent shampoo leaves the scalp clean and healthy. As for the oils to be used, one may have a wide choice, all equally good—vaseline, glycerine, castor, olive, almond, coconut, cottonseed oil. We prefer hot olive oil as being less disagreeable to handle. A pleasing way to apply is to part the hair and use a small, narrow toothbrush.

## Proper Breathing As an Aid to Beauty

**T**HE student of beauty must learn, among her first lessons, the art of breathing properly, if she would have that well-rounded figure and the health which is of a necessity, the foundation of all beauty.

Notice the great singers of the world. They are, as a general rule, women of fine figure. Their well-rounded, and perfectly developed chests and busts, their firmly set shoulders, and well-poised head, all make for the perfect, easy carriage that means so much to the woman of beauty.

This is particularly true of singers because they have been correctly taught the proper method of breathing, and realize that each breath must come from the abdomen and not the chest. To breathe correctly in this manner, she must needs hold high the chin and expand the lungs. Proper breathing cannot be attained if the shoulders are stooped and the chest sunken.

Right breathing strengthens muscles and makes firm flesh. Wrong breathing brings many ills and tends to make the waist large, and at the same time, oftentimes tends to help along that dread disease, tuberculosis. The lungs demand a certain amount of pure fresh air, and it should reach every part of them. Shallow breathing cannot mean expanded lungs.

Try starting your breathing lessons in the morning as soon as you arise. Stand before an open window with the hands upon hips. Breathe slowly, and as you inhale the fresh air, rise to your toes. Mentally count five before sinking back to the heels, and count five while the breath is being expelled from the lungs. Increase the length of time, for holding the breath, each day, and it will soon be an easy matter to hold or expel it easily and at will.

Remember that in practising your breathing exercises, the body must be held erect, the shoulders held back and the chest high.

Keep in mind the fact that the best authorities condemn thoracic or upper-chest breathing. It is the deep breath that comes from the abdomen that is of great benefit in keeping the lungs and body healthy, and gives to us that well-rounded and beautiful figure.

Health is the key-note of beauty, and we should do all in our power to promote it. Therefore, make it a part of your daily routine of exercise, to breathe correctly, and the difference in chest expansion and in health, will repay you many times for the small amount of time and effort expended.

### BEAUTY

By CLARIBEL WEEKS AVERY

I asked of the earth  
To show me Beauty;  
It answered in flowers,  
Jewels and dew.

I asked of the sea  
To show me Beauty;  
It answered in coral,  
Rainbow and pearl.

I asked of the sky  
To show me Beauty;  
It answered in sun-fire,  
Moonlight and stars.

I prayed to God  
To show me Beauty;  
He answered by silence—  
Most lovely of all.



## Memoirs of Mme. Vavara

(Continued from page 11)

Armand said to me, "pose in that very place, just as she showed herself, darling." Mother could have shaken her head, and said "not now. Some day, perhaps, Armand," and laughed, ever so lightly. The laugh would have carried the day. I should have been quite willing to obey her. I always had, and gladly.

As it was, Father found us. I shall never forget the sheer maddened malice of his look. He was thinking, not of me, but of what they would say—about him, because of his daughter—in the village. That is what he was thinking, but he looked only a moment at me, his glance hardening to black fury as he turned toward Armand.

All I could think of, suddenly, was "Armand! I want him. He mustn't be hurt." So quickly I tell it slowly, I had gathered my dress around me, stepped thru the shrubbery, crossed that tiny space of green where the easel stood, and was between them, my arms around Armand.

## The Beauty of Story-Book Heroines

(Continued from page 21)

a banner that 'torn but flying, streams like meteor against the wind'; and in youth, those faces, wistful and lovely, which give token of brave and generous young minds, eager for more beauty and high adventure than this poor old world is ever likely to grant them. But in these young faces there is often something disturbing, almost heart-breaking, in the fragility of spirit that they betray; it is not pleasant to think of these faces a few years hence, bearing the marks of inward griefs and disappointments which their wearers have not been able to withstand. And so I am happiest in looking at those young faces which show signs of a health, a strength, a gay robustness, which will be able to enjoy life at its hardest. There are many such young faces to be seen today. It seems to me a mark of the younger generation which these times have developed, that our young girls are able to go thru experiences which would have shattered mature women of another age—go thru these experiences hardily, losing none of their zest for life or their capacity for enjoying it, and emerging with youth's beauty still shining in their eyes and laughing on their lips. And it is this beauty, the promise of a new age that I most admire."

And there, we feel, is expressed the one glorious beauty to which all women have a common heritage.

## Nasal Breathing and Facial Beauty

(Continued from page 70)

soul," the teeth "like pearls" and the ears "like cockle-shells," but the nose is the key-stone of the face. The nose tells the character. It is the criterion of facial beauty. A mild change in the brows, a narrowing or a broadening of the eyes, lips more slender or lips more thick, a differently molded chin—but leave the nose untouched. This may alter the person, but she will still look the same. Now leave all the other parts of the face untouched and hook, bend, or tilt the nose and—presto—it is another individual. The nose is the stationary background upon which the other features play. Remove the background and we have isolated, unconnected structures and the harmony is gone. The nose is the crux of facial beauty. No face can be beautiful with an ugly nose.



# Shapeliness

is easily acquired by reducing disfiguring fat in any part of the body of MEN OR WOMEN, by a few minutes' daily use of the famous invention—

**DR. LAWTON'S  
GUARANTEED FAT REDUCER  
AND ILLUSTRATED COURSE ON WEIGHT CONTROL**

It performs a gentle, deep-rooted massage, wherever applied, which disintegrates ugly fat and only where you wish to lose. This waste matter is then carried out of the body through the organs of elimination.

**The Reduction is Permanent**

You can reduce from 1 to 100 pounds. No medicines or starvation diet. No exercises or electricity. Easiest way in the world to rid your body of that useless, joke-inviting fat. Internationally known for many years. Used by thousands and thousands of men and women. Approved and recommended by physicians. Dr. Lawton's Guaranteed Fat Reducer is made of light, soft, pliable rubber.

### Smooths the Skin; Firms the Flesh

Dr. Lawton's authoritative book, "WEIGHT REDUCTION," is sent with the Fat Reducer. This explains how to use it, also how to stay thin after the Reducer has done its work.

### SPECIAL PRICE

**\$3.75**

SENT C. O. D.

Reducing results must show in eleven days or you may return the Reducer complete and receive back your full purchase price. This is Dr. Lawton's positive guarantee. Sent C. O. D. in plain sealed wrapper, or, if you prefer, remit \$3.75 plus 20c. for shipping costs. Order yours now. Free literature sent on request.



### DR. THOMAS LAWTON

120 W. 70th St., Dept. 259, New York City

# Lylaclay

## The New Clay For Facial Restoration

This is the first announcement of a new facial clay which has finally been perfected after two years of laboratory research, careful processing and hundreds of test applications.

Lylaclay is pure as snow. Given the finest natural clay which nature has yet disclosed, it is thoroughly dried, ground through French burr rollers and bolted through sheer silk until every trace of grit is removed, leaving a rich creamy substance, fine and soft as the cold cream you use, yet retaining the cleansing and stimulating power of the clay. It will not injure the most delicate skin.

### What Lylaclay Will Do For You

- |  |                              |
|--|------------------------------|
| (1)—Remove your wrinkles               | (3)—Put color in your cheeks |
| (2)—Clear your complexion              | (4)—Build up facial tissues  |
| (5)—Remove your blackheads and pimples |                              |

It will give you a complexion to be proud of.

### Try It Yourself, You Are To Be The Judge

Judge a facial clay by its pull. The more it pulls the more good it does the face. The secret of Lylaclay's success rests in its stronger pull—the unusual power with which it takes hold of the skin. Prove this to yourself. You are the logical judge. You are the one to learn the difference—to study the results. We have perfected a super-facial clay. Our countless test applications have revealed its hidden secrets. We now want you to know it, test it, and give it your final judgement.

### Free Beauty Paddle

#### With Each Tube

Clip and mail the coupon for your tube of generous size—enough for ten treatments. Mail it now and we will send the tube at once.

### PEACOCK PRODUCTS, Moline, Ill.

I want to try Lylaclay myself. I accept your offer and am enclosing 50 cents for a generous tube of Lylaclay, good for ten treatments and including one beauty paddle with which to apply the clay. It is understood that if for any reason I am not satisfied with my trial applications you will refund my money after returning the empty tube.

MY NAME .....

STREET ADDRESS .....

CITY..... STATE.....



## "Open Sesame!"

ALIBABA murmured the magic words, the cavern door swung open and costly treasures lay at his feet.

You, too, have an "open sesame" to the treasures of the world. It is *advertising*.

Read the advertising and you open the door to countless comforts and conveniences you otherwise would miss. For advertising will spread before you the product of fields, looms and factories the world over—things that make life easier, happier, more interesting and more fruitful for you and your family.

There is no questioning the real benefits that come from regular and systematic reading of the advertising columns. No other one thing will give you such economy and keen satisfaction in buying.

Advertising is far too important to be overlooked.



*Read it.*

*It is a profitable practice.*

## A Public Apology

On page seventy-seven of the September BEAUTY we published an article entitled "A Beautiful Ankle," which incorporated exercises for ankle reduction.

BEAUTY had no right whatever to publish this material. It is part of a book by Arnold Bayard, Ph.B., called "Developing a Beautiful Ankle and Calf."

This text was used in BEAUTY thru an error which we deeply regret and we are glad to take this means of making a public apology.

## Power and Poetry of Breathing

(Continued from page 15)

greater the breathing capacity, the greater the possibility of vast vocal achievement.

When the body is filled with pure oxygen, its millions upon millions of cells are properly nourished, the brain is active, the nerves are controlled and every member of the being is brought into harmonious requisition. It is then that the voice, like every other member of the body, becomes fortified to perform its best work. But when the respiratory action is uncertain and the organism lacking in air food, there is no sustained sense of security upon the entertainer's part; consequently he or she fails either to convince the listener or hold his attention.

When the breathing organs are unreliable, the throat contracts, the voice grows husky and the performer is made conscious of extreme nervousness and vocal fatigue. The rhythm of the song or speech is broken and success fails to perch upon the would-be artist's banner.

Flexibility of the voice and the technic necessary definitely to place and sustain tones are entirely at the mercy of the breath. To produce smooth, clear, sustained tones the breathing organs must be healthy and absolutely at the command of the vocalist.

To produce artistic results the artist

must be able to use upper, lower and middle registers with equal ease; however, when the vocalist knows the register best suited to his or her voice, it is well to confine the major effort to it.

All vowels should be pronounced emphatically, while consonants must be given but slight inflection. Never employ breath punctuation. Conscious breath punctuation indicates a mechanical exponent rather than a finished artist.

When either singing or speaking, do not permit the chest walls to compress—compressed chest walls pinch the breath and cause the voice to emit thin, colorless tones.

We may not all possess the golden speaking voice of a Bernhardt, or be able to emit the flutelike trills of a Galli-Curci, but it is given us to make the most of our natural voices and enhance their qualities by attunement.

The woman who possesses a squeaky, thin, grinding voice is to blame for it herself. Air is free and there are ways and means aplenty for the developing of latent possibilities in the voice. The woman who permits her voice to go to waste, commits a sin not only against herself, but her friends—and in fact against all who are called upon to listen to her manner of articulation.

## The Beauty Box

(Continued from page 53)

ercises have been printed from time to time. You do not give your age, but if you are five feet and five inches, you should weigh about 112 lbs.

JACQUELINE.—A fourteen-year-old girl should not have creases around her mouth or between her eyes. The best thing I can advise for you is to get all the sleep you need, be careful of your diet, get plenty of outdoor exercise, bathe every day and use plenty of cold water on your face. For your hands, use a lotion of three parts glycerine and one part rose-water. With golden-brown hair and grey-blue eyes, I would say that blue is your best color. Be sure that the blue is about the same shade, or a very little lighter than

your eyes, as this brings out the blue in your eyes. You can wear black too, of course, altho you are very young for that; also green and grey.

QUESTIONER.—If your skin is oily, you may use soap and water part of the time instead of the cleansing cream, and you may sometimes use soap and water after the cleansing cream. A good home-made astringent is a few drops of tincture of benzoin in a glass of water. If your skin is oily or inclined to blackheads, do not leave the cream on all night. The greasy feeling in the morning may be removed by the use of an astringent and an ice rub. Glycerine may be used for chapped lips, but I would dilute it a little.

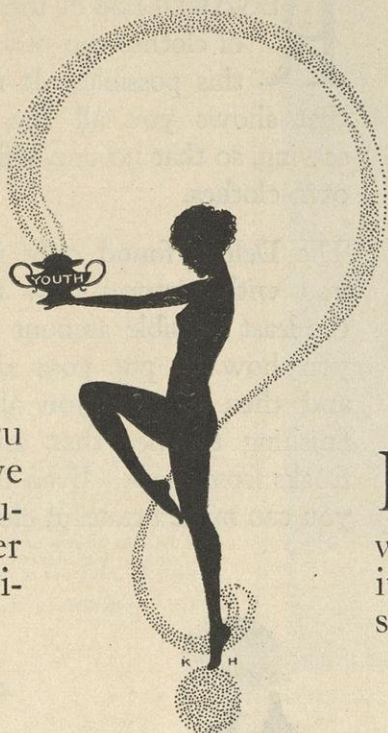


# Are You Satisfied With Yourself?

If you are——then DO NOT read this page

**T**HIS message is for the woman who wishes to add to her store of beauty, charm, and intelligence.

**O**N December 8th, thru the new BEAUTY, we will give her the opportunity to develop a fresher personality, a more beautiful form.



**T**HE Christmas number of BEAUTY will be different from any of the preceding issues. It is full of surprises.

**B**EAUTY will be the loveliest magazine for women on the news-stands; it will be entertaining, instructive and artistic.

December

Beauty

December

*A Bigger Beauty*

*A New Beauty*

*A Better Beauty*

**A Portfolio of Clever Women**—Because beauty is supposed to eclipse brains, it has often proved a handicap to the woman who attempts serious achievement. She is almost, without exception, forced to develop her talent in the face of great odds—in spite of beauty not because of it. The portfolio presented comprises photographic studies of seven beautiful women: an actress, a society leader, a dancer, a sculptor, a writer, an opera singer, a motion-picture star—who have arrived in a field quite outside their regular profession.

**The ideal heroine** as depicted by six well-known illustrators, who give their definition of a beautiful woman sketched in word and with pen.

**Helen Wills** on keeping fit. The seventeen-year-old tennis champion releases to the growing girl her own daily schedule of work, play, study and rest.

**On the Art of Wearing Clothes**—How harmony of detail and correct carriage give distinction to a gown that would appear ordinary otherwise.

**Irene Bordoni** on what the American woman should do to attain ideal beauty; illustrated with some exclusive portraits of the French actress herself.

## Departments:

New——and——Old

**Diet and Health**——with "Count Your Calories" as an entrée.

**The Latest Fashions**——from the New York and Paris designers.

**Reading for Relaxation**——conducted by a special librarian.

**Psycho-physical Exercises**——directed by Penelope Knapp.

**For Entertainment:** Humorous sketches of the opening of the Metropolitan Opera season in New York; a story translated from the French; the third instalment of "The Memoirs of Mme. Vavara"; a page of light verse. **For Information:** an article on the care of the teeth; the care of the baby's skin; on how not to catch cold; and the wearing of earrings.



# Do you want to be known as "the best-dressed woman" in your community?



Butterick  
Design 4681



Butterick  
Design 4658

4681—This wrap-around one-piece frock requires only  $2\frac{1}{2}$  yards of 54-inch material for size 36 inch. The Deltor shows you exactly how to lay out your pattern for this size and for the other sizes on all widths in which the appropriate materials are made.

4658—The Deltor shows you with pictures how to drape this dress, how to make the collars and cuffs, and how to attach them to the dress so that they set properly.

4665-4643—A suit is now as easy to make as a dress. The Deltor shows you, for instance, how to line and inter-line the coat, and how to put on the collar as a professional tailor would do it.



Butterick  
Designs 4665-4643

REGARDLESS of the size of your income, the best of clothes can now be yours. The Deltor makes this possible. It is a wonderful sewing guide that shows you all the secrets of successful home-sewing, so that no one will ever guess you make your own clothes.

The Deltor, found only in Butterick Patterns, shows you with pictures how to lay out your pattern on the least possible amount of material; next, it shows you how to put your dress together, step by step; and then it tells you all about the very important finishing touches that are found in the high-priced frocks from Paris. Even if you've never sewed before, you can make beautiful clothes by following the Deltor.

*All you need*

A little time  
A little money  
and  
The Deltor

!

*Send for the new  
Deltor Booklet, FREE.  
Clip and mail this  
coupon to-day!*

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# IT'S OFF because IT'S OUT

(EPILATION)

**NOTE:** Madame Berthé is the ONLY manufacturer of a superfluous hair remedy who has specialized solely in superfluous hair treatments for eighteen years. The merits of ZIP were thoroly proven long before ZIP was sold to the public in package form. ZIP is not a depilatory—it is an epilator



## Beyond A Doubt —

the most beautiful woman you know is beautiful because she is typically feminine. And to be typically feminine you must be free of every suggestion of masculinity—every tiny unwanted hair.

### Infinitely Better

It is better, infinitely better, to eliminate your superfluous hair by *actually lifting out the roots with the hairs* (epilation) and in this way destroying the growth, than to continue using ordinary sulphide depilatories which merely burn off surface hair and have the same effect as singeing or shaving, throwing the strength back into the roots.

### ZIP Lifts—Does Not Pull Out

Pulling hair out is very much different than the action of ZIP in lifting the hairs out—hundreds in an instant, gently, quickly and painlessly. Indeed ZIP has found favor with spe-

cialists everywhere and is also rapidly replacing the electric needle.

### Liquids and Creams Cannot Penetrate Hair Roots

There is no liquid or cream preparation that can penetrate into the hair follicle and destroy the hair roots. *Epilation* (the ZIP process) is the one method by which the hair root is lifted out of the hair follicle. It is the scientifically correct method because it does not stimulate hair growths, but devitalizes and destroys them.

ZIP is easily applied at home, pleasingly fragrant and absolutely harmless. It leaves the skin soft and smooth, pores contracted and like magic your skin becomes *adorable*.

### FOR SALE EVERYWHERE

Guaranteed on money-back basis. Write for FREE BOOK "Beauty's Greatest Secret" or call at my Salon to have FREE DEMONSTRATION

*Madame Berthé*  
Specialist  
Dept. 327

562 Fifth Ave.  
(Ent. on 46th St.)  
New York



Madame Berthé, Specialist Dept. 327 562 Fifth Avenue New York City Please send me FREE BOOK "Beauty's Greatest Secret" telling how to be beautiful; also a FREE sample of your Massage and Cleansing Cream, guaranteed not to grow hair. (PLEASE PRINT YOUR NAME.)

Name..... Address..... City and State.....



A single hair is inexcusable



Professionals use ZIP



Sheer hose



Bobbed hair demands a perfect hair line



One's arms must be free of hair

CREATIONS

JORDEAU

NEW YORK



*"Venida rules the waves"*

**VENIDA**  
*"The Guaranteed"*  
**HAIR NET**

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**VENIDA**

Self conforming  
**CAP-SHAPE  
NET**  
REAL HAIR  
*For Women Who Care*

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220 Fifth Ave., New York City.

Enclosed please find 25c for which please send me a box of  
the Venida Clintonic Twin Soaps. Also tell me where I can  
purchase them in my home city.

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Street and No.....  
City..... State.....

**HAVE** you tried the new **VENIDA CLINTONIC  
TWIN SOAPS?**—100 beauty treatments in every  
box — Pure, wholesome, new — Try them

2015-10-20