

YOU CAN HELP YOUR FACE

(Written for "The Listener" by
RUA)

PEOPLE say you can't help your face. Read this and see for yourself. It is of course better to endure it if you can. But if you can't, here are some simple precepts.

Curls and dips on the brow shorten the face while hair at the sides widens it. A centre parting lengths the face and accents the nose.

For large, heavy features loose waves if you like, but no curls!—whereas thin faces need soft, fluffy coiffures. And remember, synthetic eyelashes are fatal on any but a film-star. Eye-shadow below the eyes just makes you look ill.

Never put rouge on in a circle; it gives a doll effect. Take care also to carry lipstick well inside the lips so that no discrepancy will show when you smile.

Large Mouths

Subdue a large mouth by rouging not quite to the edge, and accent a small one by making it fairly full.

If you have an oval face and fine features like Oberon or del Rio you can wear dramatically simple coiffures. If you have really perfect contours you need no rouge at all, and you can use the centre parting.

In millinery the oval face can wear almost anything—turbans, haloes, or what you will; but close fitting models suit best. If your face is round like Sylvia Sydney's the hair must be drawn behind the ears and off the forehead and built up at the temples. Hats should also be tall. Wear dashing little caps, tilted well askew; their diagonal line will break up the circle of your face. Also, shun button earrings and chokers.

Square Faces

If you have a square face like the Duchess of Windsor, you must draw attention away from the jaw; avoid dips or front curls, and be severely simple. Next, if you lift the hairline into two pronounced corners, this will lessen the geometric jaw-line. If you've noticed, the Duchess has discovered this trick. Also, a long, straight bob can sometimes obliterate the squareness; a centre parting is good, too.

Millinery should never be flat and lifeless. Those floppy brims pulled down diagonally in the Garbo manner are rather flattering. Clothes should be severely cut and can add a touch of daring.

Long Faces

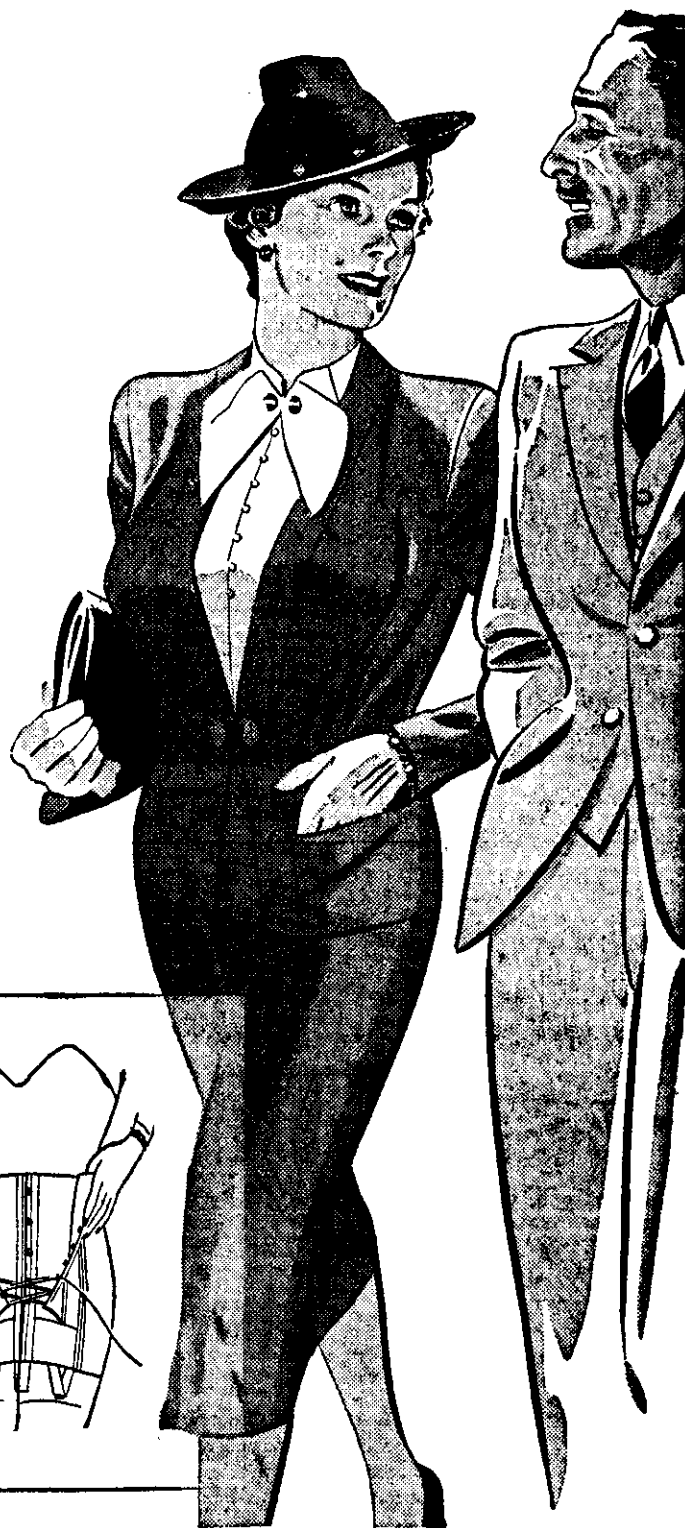
The long face needs softness. Never wear a centre parting and apply rouge well away from the nose; not too low, however, as this gives the face a hollow, gaunt look. The lips can be amplified. And never, if your face is long, make the mistake of wearing long earrings. Nor may you wear tall hats. Horizontal lines with a slight diagonal feeling will work miracles.

Make-up can help contours enormously. Deep-set eyes à la Shearer can be brought forward by using lighter foundation round them. If your face is too round, blot out the lower part of the cheeks with a darker foundation. Dietrich does this to get that interesting, high-boned look. It is all a matter of common sense—or if you like, of applied science. Sometimes mind can triumph over matter.

NEARLY 50...AND STILL A CHARMER

NEARLY fifty...and undeniably big. Yet men still turn to look at her...seek her company—yes, even when pretty debts are about. The truth is, her age and weight simply don't matter. She's such jolly good company. She simply never tires. The secret, she'd tell you bang-out, is to look both your size and your age in the eye, and go for a corset that gives what is most needed—support!

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