



THE YOUNG IDEA

Women and the Home

When Should Girls Start Wearing Make-Up?

tell whether that bloom on cheeks and lips is the result of youthful excitement or external application?

Every mother is anxious for her daughter to grow up into an attractive woman. Yet too often she is so anxious to preserve her from becoming self-conscious about her appearance that she neglects her beauty education altogether.

Pride In Appearance

Even a small girl can be encouraged to take a pride in her appearance without becoming unduly vain, and this encouragement will lead to the formation of good habits of health and beauty which will help her later on. Your seven-year can, for instance, be taught to push back the cuticle with the towel every time she dries her hands. She can be taught to keep her nails clean and to brush her hair.

But it is the problem of the teen-year old that most parents find the most difficult to deal with. What should be a glorious blossoming into womanhood is so often a matter of knobbly knees and spots. And this business of growing up is made even more difficult by the self-consciousness of adolescence. Pennies that used to find their way to the sweet shop now get spent on film magazines,

and for the first time the schoolgirl realises that shine on the nose is a social crime.

Parental Guidance

Too often during this period the parent's guidance is lacking. The schoolgirl uses her own judgment as to what she will buy to remove those blotches or to level those curves, and often it takes years to get rid of the effects of injudicious buying or wrong application.

Acne is a skin complaint that seems to afflict many girls in their teens. Do not make the mistake of ignoring it in your daughter, thinking it merely the result of a passing phase. See that she gets plenty of fruit, milk, and green vegetables in her diet. Explain the need for her to avoid pastry, cream cakes, and too many sweets. Stress the primary necessity for washing her face thoroughly with a good sulphur soap. Unless she learns from you the primary steps in beauty care she will probably content herself with dabbing powder and cream on the outside in an attempt at camouflage, and such treatment will only aggravate the condition.

The Vexed Question

Probably every mother allows her young daughter to dust powder on her nose when she goes out. But has she taught her to keep her powder puff scrupulously clean? To remove every vestige of make-up before she goes to bed?

Then of course there is the vexed question of lipstick. There is something to be said for the adoption of repressive measures, for in spite of parental disapproval a daughter will probably continue to use lipstick, but in her endeavour to escape detection she will use it with a delicacy and restraint which will stand her in good stead in later life. There is still, of course, the danger that she will apply a liberal application when once past the corner, so the better plan is to come to some agreement with your daughter on the subject of make-up. Then, when it comes to choosing a lipstick, give her the benefit of your wider experience. She will probably see the wisdom of choosing clear light shades that merely intensify her own skin-colour. A glaringly artificial make-up is resorted to by the adolescent only through ignorance or when she wants to symbolise her revolt against opposition. The wise mother will take advantage of the natural timidity of the young to start her daughter on the right lines as regards make-up.

—M.B.

THE twenty-first birthday is credited with the curious power of converting the child of yesterday into an adult. What we require now is the fixing of a second arbitrary date on and after which a girl may be legally entitled to wear lipstick.

As it is, there is a certain amount of friction, not only between mothers and daughters, but even between mothers and headmistresses. "Should the school-girl use make-up?" is a question usually answered sternly in the negative by the headmistress the day before the school dance. Yet on the night itself who can

COUPONS FOR CLOTHES

It's Hard To Look Like Deanna Durbin on 66 a Year

(From "The London Letter," by Macdonald Hastings, in a recent issue of "London Calling")

"DEANNA DURBIN in a 3,000-coupon Film," headlines my morning newspaper. In another column on the same page an expert on "Practical Wartime Living" discusses how to look smart on sixty-six clothes coupons a year. Within a doll's dress length of the lovely Deanna's picture in one of her most exciting new frocks, the proposition doesn't sound very convincing. It isn't.

Henceforward, in this coupon-crazy world, a girl who wants to buy a summer outfit à la Durbin must forfeit seven coupons for the skirt, five coupons for the blouse or jumper, two coupons for the stockings, five coupons for the shoes, four coupons for one undergarment, and, if she wants to keep the rain out, fourteen coupons for a mackintosh or coat. That leaves twenty-seven coupons for the rest of the year.

As most girls ladder about forty-eight coupons-worth of stockings in an average year alone, the sum won't add up. But trust a woman to find the answer. The solution—admitted by the rationing regulations—is to subtract the difference from your husband's coupon book. Those whom their wives leave with a new shirt to their backs will be the lucky ones.

"The best dressed man in the world" seems to view the shabby prospect with indifference. So much so that, before writing you this letter, I had to question six of my acquaintances before I found one among them sufficiently interested to remember how many coupons a year a man is allowed (the total is the same for both sexes). The reason is that the Englishman's sartorial reputation is founded not on the quantity of his clothes but on their quality. Our suits take a lot of wearing out. The war will have to last a long time before we earn the reputation of being the worst-dressed men.

When rationing started, the stenographers at the Bank of England actually had the temerity to suggest that they might be permitted to enter the precincts with bare legs. The Old Lady of Threadneedle Street raised her eyebrows with horror. In no circumstances could such a revelation be permitted in the Bank.

"Safe as the Bank of England" is no sinecure. In an attempt to solve the stocking problem, many girls are painting their legs. Personally, I can't tell the difference. And I can't envisage a Bank of England official stroking his tylist's legs to make sure. So I'll lay anything

from a gold bar to a dud cheque on a pair of forged stockings against the chief cashier.

Every theatrical showman faces a well-nigh insuperable problem. Almost as soon as clothes rationing was introduced, the impresario of one new West End revue had to call the cast together to announce that the show couldn't open because the Board of Trade absolutely refused to grant any coupons to dress it.

"I can patch-up some old frocks from previous shows," he said, "but I'm stumped for shoes." He asked the cast if they would agree to pool their coupons. The girls conferred, took a vote, refused. They made the reasonable plea: "Even if we're allowed to keep the shoes afterwards, we'll probably have danced the soles off."

The only goods which aren't rationed are hats, children's (under four) clothes, boiler suits, all sorts of mending materials, and black-out cloth dyed black. Second-hand clothes are also unrationed. People have been nursing wild hopes that some seasonal article, like playsuits and fragile clothes, which people obviously won't buy from the shops now, will be released for one glorious shopping day. But the hope seems to be ill-founded. The Board of Trade has started tough and it means to stay tough.

I must say that if I were President of the Board of Trade for a day, I should make one concession. I feel that a wartime bride is worthy of a trousseau.

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