

*these pictures show
the difference between*

RIGHT and WRONG MAKE-UP



WRONG MAKE-UP gives a "hard," "cheap" look.

RIGHT MAKE-UP provides a natural seductiveness—free of all artificiality.



COMPLEXIONS	EYES	HAIR
Very Light ☐	Blue ☐	BLONDES
Fair ☐	Gray ☐	Light ☐ Dark ☐
Creamy ☐	Green ☐	BROWNETTES
Medium ☐	Hazel ☐	Light ☐ Dark ☐
Ruddy ☐	Brown ☐	BRUNETTES
Sallow ☐	Black ☐	Light ☐ Dark ☐
Freckled ☐	LASHES (Color)	REDHEADS
Olive ☐	Light ☐ Dark ☐	Light ☐ Dark ☐
SKIN Dry ☐	AGE	If Hair is Gray, check type above and here.
Oily ☐ Normal ☐		

Miss Lynette Stewart,
C/o Cook & Ross, Ltd.,
Dept. MG.,
P.O. Box 210, Christchurch.

Please send Max Factor's Make-up Colour Harmony Chart, Complexion Analysis, and 48-page illustrated Book, "The Art of Society Make-up."

NAME

ADDRESS

If you enclose 6d. Lynette will also send you a purse size box of powder in your correct harmony shade.

LEARN the secret of Max Factor's colour harmony make-up—harmonised colour tones in face powder, rouge, lip stick and eyeshadow for every type and colouring.

Intensify your personality and enhance your beauty with your own colour harmony in Max Factor's make-up.

Send the coupon at the side to Max Factor's representative (Miss Lynette Stewart) for his famous make-up colour harmony chart. Compiled by filmlands make-up genius, it will show you a new way to loveliness.



Before mailing this coupon check your colourings with an X.

MAX FACTOR'S Society MAKE-UP



★ ★ HOLLYWOOD
Face Powder...Rouge...Lipstick...Eyeshadow...in Color Harmony
90% of All Make-Up used by Hollywood's Screen Stars and Studios is Max Factor's
(Los Angeles Chamber of Commerce Stationery)



STAR WITH PERFECT FEATURES

Sylvia Sydney Found To
Be the Only One

(Written by Lynette Stewart)

JUDGING by the very large number of answers received for the Max Factor Colour Harmony competition featured in the "Radio Record" last month, the interest taken in colour harmony in cosmetics must be very large. A curious feature of this competition is that although hundreds of answers have been received, very few are even approaching the correct answer.

I do not think this is due to ignorance regarding the star's colourings, for many entrants quoted these, and in the main they are correct. I believe, however, it is due to lack of knowledge as to what are the correct colours to use for a blonde, brunette, brownette, redhead and the hundred-and-one combinations there are of fair, medium, ruddy, olive and freckled skins. Then, again, the colour of the eyes makes a difference, two women with identical colourings of hair and skin, but different coloured eyes, can quite easily require different coloured rouge. The competition has been most interesting, and, as it does not close until November 10, there is still a chance for you to win the first prize of a full set of Max Factor's cosmetics; the six compensation prizes of a super-indelible lipstick are also worth winning.

I received an interesting letter from Max Factor recently, in which he outlined how the features of each star in Hollywood were measured, and, hard though it is to believe, of all the thousands of beautiful stars, only one has been found perfect, and, believe it or believe it not, she is Sylvia Sydney. "Perfect features are a question of mathematical proportions," says Max Factor. "Sylvia Sydney is one woman in Hollywood whose features are mathematically perfect. But as for the perfect face—there is none.

"The perfect feminine face," he continues, "would be the hair of Jean Harlow, the forehead of Dolores del Rio, the eyes and mouth of Irene Dunne, the nose of Billie Dove and the chin of Marian Davies. And for the perfect masculine face—Gilbert Roland's hair, Clark Gable's forehead, Ricardo Cortez's eyes, John Barrymore's nose, Ronald Colman's mouth and Richard Dix's chin."

AN excellent tonic for falling hair can be made up by your chemist from half a drachm of sulphate of quinine, four ounces of rose water, and two ounces of bay rum.

Soaking the hair with hot olive oil on the evening preceding the shampoo is also advised.

A life-giving shampoo for the hair consists of two beaten-up eggs added to half a teaspoonful of green soap, which has been previously melted.

To stop excessive hair falling and bring back the glossy appearance of the hair faded by illness, there is nothing to equal massage.

The scalp should be gently massaged in a rotary movement night and morning.