

MAE WEST TALKS ABOUT MAKE-UP

"Never Seen a Woman with
Greater Allure"

"I'VE been cosmetician to the court of Russia and to the court of Hollywood for a total of more than half a century, but I have never seen any woman with greater allure than Miss West," said Max Factor, the famous "make-up" expert of Hollywood recently.

And no small part of it is due to her supreme skill in applying her everyday street make-up. After all it's your "average" face that stamps you



for what you are. Not the "dress up" face over which you spend hours for special occasions. And Mae presents to the world at all times delicately heightened features with that "softened" look. Not a trace of powder or rouge is discernable, and there is no emphatic dark line above the eyes.

Miss West gives you here some of her personal beauty secrets:—

Blondes should not make their eyebrows as dark as their eyelashes. It gives them a hard, brittle look which men despise.

A bit of vaseline lightly applied over the eyeshadow helps to give make-up a soft look.

Never permit the lips to become dry or chapped.

In making up, smooth on a foundation cream, flesh coloured, until it has entirely disappeared. Dip the fingers in cold water before blending the cream into the skin.

Strive for a rosy glow that is gently accentuated over the cheekbones. Avoid any sudden spot of red.

Pat rouge on very carefully with a puff, beginning at the temple and spreading over the cheeks. Blend it on the chin and then deepen it a trifle at the cheekbones. Shade the rouge by lightly patting the edges with the fingertips before patting on the powder.

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MAX FACTOR can teach you the art of Society MAKE-UP

Max Factor has long been known as the make-up genius of Hollywood. Learn from him the correct make-up for your particular type. Intensify your personality and enhance your beauty with your own colour harmony in Max Factor's make-up.

Lynette Stewart, an expert cosmetician, specially trained by a Max Factor representative, personally handles all enquiries. Write to her for your colour harmony chart to Dept. R.R. 5, P.O. Box 210, Christchurch.

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