

Hollywood Make-Up

Secrets by

MAX FACTOR

MAKE-UP is important—very important. Make-up can impart to its user definite artistic and aesthetic qualities.

It can add to or subtract from feminine appearances, with the direction of this activity being determined by the care taken in the selection of make-up materials and the skill commanded in its application.

It is something which **MUST** be considered by the women of to-day, for all the hours of the day.

THE importance of make-up simply cannot be overestimated—

And unless a revolutionary alteration of the present conception of feminine glamour someday leads us to a point at which we may consider that women with shiny noses, rough and drab lips, bedraggled hair, and skins with unconcealed blemishes are truly beautiful and fascinating creatures, we may safely assume that make-up will continue to increase in social and economic importance.

The importance of make-up is not a matter of social or professional relativity. The correct make-up and its skilful application is just as important to a stenographer seated before a typewriter as it is to an Irene Dunne, acting before the studio cameras in Hollywood. A properly completed personal appearance is as highly essential to a girl behind a shop counter as it is to a Tallulah Bankhead or a Lynn Fontanne behind the footlights. Nowadays it is simply an art which no woman can at any time afford to ignore.

A Fine Art

IT wasn't very many years ago that make-up activity was not so important. Those were the days in which

women who used little or no make-up were in the great majority—the days when men might inquire about women: "I wonder what they slap that stuff on for, anyhow?"

Actually, what these men were objecting to, without generally knowing it, was not make-up in itself, but the unskilled selection of make-up mater-

the attitudes of the women for which these aids to the accentuation of glamour are created. I wonder if by any chance they are becoming hidebound in their views toward make-up, and do not relish the idea of having this make-up changed and improved. I am particularly susceptible to brief moments of such pessimism if I happen to encounter some woman who still clings to the out-moded make-up technique and materials of many years ago.

A stroll down Hollywood Boulevard can dispel these dark worries of mine within a very few seconds, however. The make-up I see on the women there is glamorously modern. I know the women upon whom it appears are alert and ambitious, and that they could not be unappreciative of progress made in any field—particularly one so personally important as that which touches on glamour and grooming.

And then I know, too, that these



BEAUTIFUL IRENE DUNNE.

Make-up is just as important to the shopgirl or stenographer as it is to her.

ALBERT'S ALBUM of MOTHER SONGS! SING SONGS ABOUT YOUR MOTHER—

THE BEST MOTHER IN THE WORLD.

Contents include "M-O-T-H-E-R," "MY MAMMY," "THAT'S WHAT GOD MADE MOTHERS FOR," "SHE WAS A GRAND OLD LADY," "DREAM MOTHER," etc.

16/- WORTH OF MUSIC FOR 2/6

EACH ITEM FULL MUSIC SIZE.

AT ALL MUSIC SELLERS.

Publishers: J. ALBERT & SON, LTD.,
2 Willis Street, Wellington.

ials and the amateurish application of it, which was at that time somewhat general and characteristic.

But to-day the picture is an entirely different one. Women who use no make-up are practically an extinct species. The vast majority which appreciates its artistic grooming merits no longer "slap it on." Make-up and its application is a fine art and an accepted one.

Worry

ON a few occasions I have found myself wondering and worrying about

ladies whom I see in Hollywood are representative of almost an entire world, and that any worries of mine about either the present or the future appreciation of make-up artistry have been needless ones.

RUPTURE CAN BE CURED

No operation or detention from business. Cures when all trusses fail.

SEND TO-DAY FOR BOOKLET.

A. W. MARTIN,

Rupture Specialist,

62 Royal Terrace, Dunedin.