



A FINE, clear skin, beautifully smooth shoulders, and sparkling unlined eyes—nearly every girl in her late 'teens or early twenties possesses these.

But most of these very young ladies are not completely appreciative of how lucky they are in their possession of such youthful charms. They seem to think that they need not worry about such matters, because they are all right as they are—and so why worry?

They overlook the fact that, regardless of how perfect they are at the moment, these natural requisites of charm and beauty will not last very long unless something is done to preserve them.

Important Surfaces

THE skin surfaces of the neck and shoulders, and those surrounding the eyes are all exceptionally important items in the composition of feminine loveliness. Wrinkle-bordered eyes, leathery cheeks, and roughened neck and shoulders are essentially deglamourising features.

The skin around the eyes is particularly susceptible. Laughing will wrinkle it. So will crying. Squinting, from lack of needed glasses or eye treatments, will do the same thing. So will windburn or sunburn.

For this very sensitive area I recommend the regularly nightly application of skin and tissue cream, under and over the eyes. Such lubrication provides the best insurance one can possibly have against wrinkles around the eyes.

And this same treatment, if extended to cover the entire face, will naturally help to prevent the widespread appearance of wrinkles there, and will assist in erasing those which may have already been formed.

Dark Circles

AS long as I am on the subject of caring for the skin surfaces which surround the eyes—there seems to come a morning in every person's life when the eyes have dark circles beneath them.

Nature and time are the only forces which can effectively remove these dark circles, but there is a make-up procedure which will at least make

them much less noticeable, and that is to apply make-up blender over the dark circles, then powder the surface generously. All surplus powder may be removed with a powder brush.

This same practice is equally effective in making scars or skin discolorations less noticeable.

Anne Shirley

IN the beginning of this article I stressed the point that young ladies should not take their possession of a clear and smooth skin on the face, neck, and shoulders in a too matter-of-fact

fashion, and that they should aid in their continued preservation of these features in every possible way.

A young person who comes to my mind in connection with this subject is Anne Shirley. This youthful star naturally possesses one of the most lovely complexions I have ever seen. And, in spite of all the outdoor activities which Anne enthuses over, her neck, arms and shoulders are always velvety smooth.

While Anne's lovely complexion is natural enough, its preservation against the ravages of the outdoor life is not left to Nature and chance. Anne appreciates the fact that while sun and wind are the friends of general health, they are still the foes of an attractively soft skin.

Conscientious

SO, Anne very faithfully follows the preservation procedure which I have mentioned. The natural oils which the weather has dried from her skin are straightway replaced by those in skin and tissue cream which should always be patted smartly into the skin of the face, neck and shoulders.

I know, therefore, that as the years pass, Anne Shirley will retain the youthful loveliness of her skin. She is not leaving the matter to undependable chances, but is aggressively working toward just that goal by taking commonsense preservative measures now.

Time-and-weather wrinkled skins would soon become freakishly rare if every woman consistently followed the same procedure.



Anne Shirley, whom Max Factor declares is one of the very wise young ladies who carefully safeguard and preserve those extra-important complexion areas—around the neck, shoulders and eyes.