



FORTY is no longer the "deadline" on feminine life—but rather the most fashionable and advantageous age through which the modern woman passes. Many of the cinema's most charming personalities are forty.

Make-up has played no small part in increasing the beauty age and lowering the mortality charm-rate of women. The make-up man's axiom for the forty-year-old woman is simply this: Do not be self-conscious about your age. Dress and make-up according to your years rather than with a motive toward hiding them.

A background of consistent care of your skin is naturally one of your most priceless possessions, if you are a matronly beauty. Also the nightly use of skin and tissue cream to retain the suppleness of your skin is an important factor in amplifying your beauty of two score years.

But most important is the colour and application of make-up, and the deft arrangement of the coiffure. Forty's aim should be a well-poised, well-modulated charm, with no pretences toward the twenties which might be interpreted as kittenish.

Rouge And Powder

Rouge and powder should be selected according to age as well as the colouring of eyes and hair. The lighter, brighter shades may be very garish at this age. And the technique of applying them should be watched with the greatest of care.

Technique is important to the very young, but it is necessary to the mature lady. Rouge and lipstick must be applied by her so that their presence is hardly discernible.

AT the first sign of lines, or wrinkles, in the face, milady's natural impulse is to utilise large folds of hair for hiding them. She should realise that she is logically the first to notice these tiny harbingers of advancing years, and that she has done it by a careful study of mirrors, which no one else is likely to be in a position to do. If she takes care to keep her skin in a pliable condition they will probably not be very noticeable to other people for some time to come, and by piling so much hair about her face she has

completely ruined the contour of her features.

It is just as important to flatter your features at forty as it was at twenty or thirty. Take the best of care of your skin and then arrange your hair so that you completely ignore the presence of wrinkles in doing so.

Another inclination to which the feminine forties are subject is the concealment of facial lines through heavy make-up. It may be possible to hide wrinkles under a thick layer of make-

up, but in so doing an effect is produced which is much more detrimental to loveliness than the lines themselves. The face has become a hard mask!

Frankly Forty

ONE of the most outstandingly lovely women of stage and screen is Billie Burke, who quite frankly admits that she is forty. For more than twenty years Miss Burke has maintained an enviable position among the foremost Thespians. She is not in the least self-conscious about her years, because today Billie Burke is a more polished actress, a more charming woman because of her background and experience.

Through her constant association with make-up authorities and designers for stage and screen, her cosmetic and costume habits enable her to appear alluring and lovely at all times.

Her clothes are simple, striking, flattering. They are never reminiscent of debutantes or flappers. There is always dignity and good taste, even in the jewellery she wears. Her coiffure is also simple and her make-up is never heavy or exaggerated. The result is that she is lovely—an outstanding example for modern forties the world over.

ORANGE will peel more easily if covered with boiling water, and allowed to stand for a few minutes. The white peel will then come away with the skin.



Billie Burke, according to Max Factor, Hollywood's noted make-up artist, is a shining example for women of her age the world over.