



**T**HERE is nothing complicated about the ratio which should exist between the total number of feminine chins in the world and the total number of women who should possess them.

One chin for one woman is the correct formula.

But the fact remains that there are some ladies who extravagantly maintain one-and-a-half, two, and sometimes even three chins.

No woman, I am sure accepts more than one chin from choice. But the big problem is—what to do about it? Frankly, there is a solution to this problem, but it is not an overnight process.

First of all, my advice would be: **SEE YOUR DOCTOR!**

Very few people who are of normal weight have a double chin. But those who are overweight or underweight are very generally susceptible to this unattractive fawing of the throat lines.

### Physician Essential

**O**N the overweight person it appears in bulging rolls of fat. On those who are not heavy enough it becomes a sagging skin surface which resembles nothing so much as an empty leather bag, dry and wrinkled.

Logically, the basic remedy for both types lies in the regaining of health and the correct weight which goes with it. And, just as logically, this is not a problem for the make-up artist. The advice of a physician is essential for anything as important as the attainment of a correct body weight.

Make-up artistry can, however, be used to glamorous advantage in minimizing the appearance of the double chin, even while the process of remedying its deeper true cause is under way.

### Chins Up!

**T**HERE are also simple exercises and restorative measures which will do much toward regaining the graceful and attractive original lines of the under-chin, neck and throat at this same time.

The simplest of all the exercises is the correction of bad posture. I have noticed that most of the women who possess a few too many chins have a

slouching walk and drooping shoulders. These faults naturally accentuate the unattractive let-down appearance of a double chin.

Walk, then, with the shoulders erect, head held regally high, and the chin up-tilted.

### Katherine Hepburn

**T**HIS advice, incidentally, is very good advice for all of us, no matter how many chins we may or may not possess. The distinguished poise and air of assurance which is so especially evident in such actresses as Katherine Hepburn, Greta Garbo, Barbara Stan-

wyck, Joan Crawford and Ann Sothern are very largely the result of this one practice and complete physical erectness, and both of these glamorous assets can be commanded by almost any woman with the same simple accentuation of posture.

But let us return to the double-chin problem—

Rhythmic massage with skin-and-tissue cream will help to brace up sagging chin lines and fill out offending hollows in the throat.

After the cream has been absorbed by the skin, an astringent lotion should be briskly slapped on with the finger tips, with the slapping conducted along the jaw line from chin to ear, first on one side, then on the other, with an upward, lifting movement.

### Sleep

**A** BENEFICIAL exercise for the chin muscles can be obtained by resting the elbows on the table, and cradling the chin in the hands. The mouth should then be forced wide open against the pressure of the hands, thus stretching and flexing all of the throat muscles.

Sleeping on a thin pillow, or no pillow at all, will also help to strengthen flabby chin muscles.

And a touch of rouge beneath the chin, together with a surface of face powder a shade darker than that used for the rest of the face, applied around the jaw line, will do much to dispel, by optical illusion, the prominence of a double chin until its actual diminishing has been accomplished.



*The distinguished poise of such film stars as Katherine Hepburn is largely the result of the simple practice of walking with the shoulders erect and the head held regally high, says Max Factor, the screen capital's veteran beauty authority.*