



PERSONAL grooming is one of the most important of our modern "arts."

The Sonja Henies, Alice Fayes, Myrna Loy and Olivia de Havillands of to-day present a perfection in personal appearance which would have been regarded as nothing short of miraculous by the stars of even a comparatively few years ago.

But these same perfections are no longer even the exclusive property of the glamorous woman of the screen and stage. To-day women everywhere are commanding them as a matter of course.

In spite of the fact that the art of grooming is so active and progressive, however, the basic rules which govern it are unchangeable.

Ten Commandments

THIS fact impressed itself as I read over a faded clipping from a magazine of 1924. The article, entitled "Max Factor's Ten Commandments of Grooming," was one in which I had formulated my ideas on this subject. Although fashions and details of grooming have changed considerably since I ventured into print with my "ten commandments"—those same commandments are as good to-day as they were fourteen years ago!

And I do not think that they will be outmoded when fourteen, a hundred, or a thousand more years have passed.

They are as follows:—

1. Cleanliness is not only "next to godliness"; it is the base of all beauty.
2. Seek to accentuate your own personal charm. Do not attempt to "pirate" the appearance of a glamorous neighbour or a beautiful screen star.
3. Analyse your own natural complexion colourings, and govern yourself accordingly in selecting costume and make-up.
4. Remember that a coiffure should not be considered merely as a mass of hair haphazardly placed on top of your head by Mother Nature. It can and should afford a planned frame for the facial features.
5. Make-up is not a problem of quantity and thickness; don't apply too much of it.

6. Beware of too exotic make-up or costume effects. The number of women who can present such stylisms to advantage is very limited.

7. Don't apply your make-up or groom your hair in public. Both are very disillusioning processes. In spite of the fact that the number of women who do apply make-up in public seems to be on the increase, I am still strongly prejudiced against this practice. An important prime object of make-up is the achievement of glamour; a "behind the scenes" view of its creation definitely serves to defeat this purpose.

8. Don't forget that the hands are also important in the feminine beauty scheme. They require daily attention and care.

9. Women should respect the preference of their husbands or sweethearts in the selection of perfumes. After all, the scents are largely for the benefit of a woman's male companion.

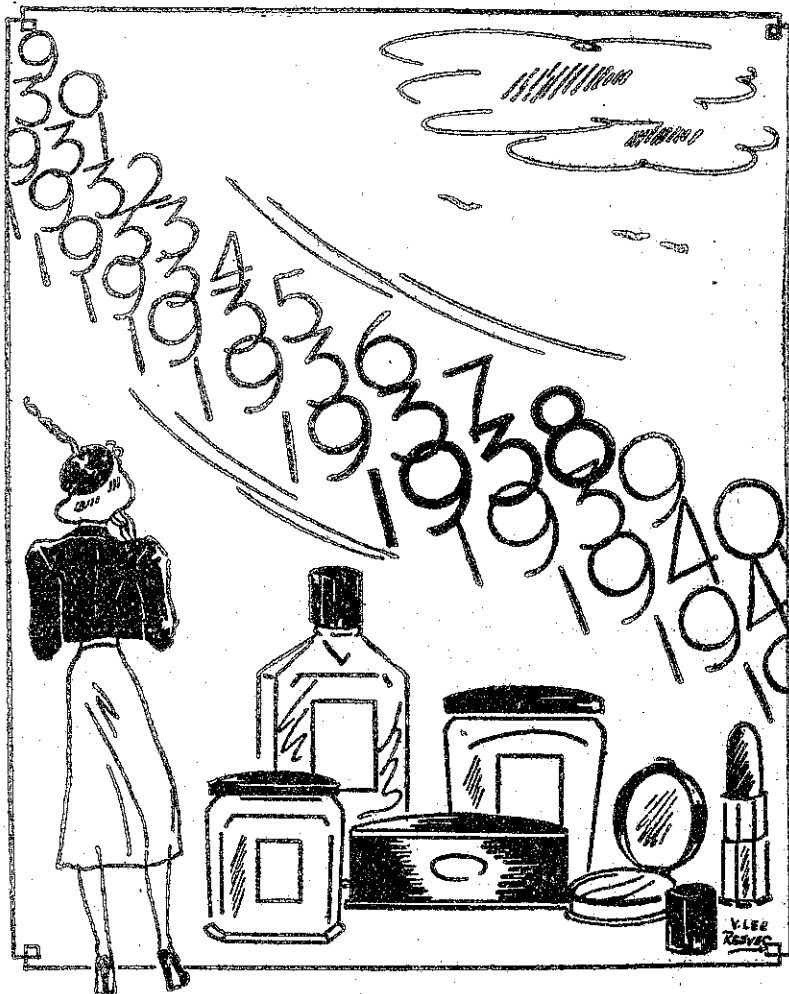
10. Care should be taken to avoid the charlatans of cosmetology just as assiduously as one would those of medicine. Cosmetics which have an appeal based on a tricky novelty idea, rather than sound scientific principles of purpose and effectiveness, are generally just as worthless, and often just as dangerous, as some of the infamous patent medicine compounds which were once such a menace to the field of legitimate medicinal healing.

Remain The Same

IN the past the import of these "commandments" has been purveyed in countless different ways and in many different languages. And the future will doubtless present many an elaborate rewording of the same thoughts.

But always, no matter how they are phrased, their precepts will be of prime importance to grooming and glamour. Women everywhere should think very carefully before disregarding any of them.

A GOOD tip to remember when making cakes is that one egg and a teaspoonful of vinegar will serve in place of two eggs.



Years may come and years may go, but the basic principles of personal grooming remain firmly the same. So says Max Factor, Hollywood's beauty authority.