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HOLLYWOOD BEAUTY SECRETS

By MAX FACTOR, Jun.

• No solid structure of any sort can be achieved unless it is originally provided with a sound and perfect foundation.

• This truism applies just as much to the creation of a make-up as it does to the construction of a well-built house.

• Most women today are well aware of this fact, and consequently are regular users of make-up foundation as a base for all the rest of their cosmetic applications.

Make-up foundation, incidentally, is a great saver of make-up time. Its use adds but a few seconds to the morning make-up routine, and so positive is its action in making powder and rouge cling more firmly to the face that it saves a great many minutes of make-up repair work during the day.

In the application of make-up foundation, it should be remembered that "stinginess" in the quantity used is a real merit.

Using too much foundation results, not only in a waste of the

pores should be closed with a skin freshener or astringent.

Next comes the foundation. The proper procedure in applying this is to place a very small quantity of it—about the size of a pea—on the forehead, the cheeks, and on the point of the chin.

These small portions should then be blended over the entire face with the fingertips. Any surplus—but there shouldn't be any—may be removed with tissue.

For skins which are inclined to be slightly oily, the fingertips should be moistened with water before blending the make-up foundation over the face.

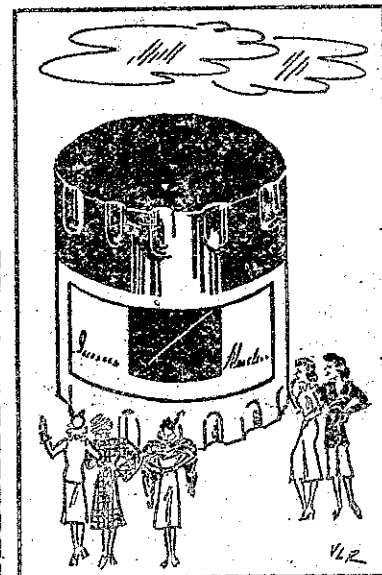
Very Oily Skins

AND for those skins which are very excessively oily, honey-suckle creams are more advisable as a powder base than the regular make-up foundation.

Obviously, this article has been principally directed to those women who have not yet known the increase in personal glamour which make-up foundation, and the smoothly lovely complexion which it guarantees, have brought to so many.

To these, I must say—if your made-up appearance is not all that you think it should be—if you envy the smooth complexion perfection of the Garbos, Sonja Henies, and Olivia De Havillands of the screen—try adding the application of make-up foundation to your regular cosmetic routine.

I am sure that the result will be pleasant and surprising.



material (and the money paid for it!), but it also actually detracts from the final smooth perfection which should mark the completed make-up.

Preparation

BEFORE make-up foundation is applied, the skin should be thoroughly cleansed with a cleansing cream, after which the

FOR the first time the victim has the pleasure of announcing to the League of Nations that it has beaten the aggressor.—Dr. Wellington Koo (China's delegate).

STILL, I have observed that feminine minority which yet has to experience the perfect-

CONTRACT SIGNED

Will Mahoney In Australian Film

L. A. QUINN, General Manager of British Empire Films (N.Z.) Ltd., has just received cable confirmation from Cinesound Studios, Sydney, of the project mooted in the "Record" two weeks ago that Will Mahoney—famous American comedian, who is at present playing to packed houses in the North Island—will make an Australian film. He has been signed by Cinesound to take the leading role in one of their productions, at present untitled, which is scheduled to begin filming early in June.

It is to be a large-scale comedy musical, and Cinesound are reported to be paying Mahoney the largest salary ever to have left their cheque-book.

The supporting cast will include Evie Hayes and Bob Geraghty. Miss Hayes, leading American radio star, is noted for her renditions of the latest song-hits.

tion of personal appearance which comes only from the logical make-up foundation beginning.

To the minority, let me point out—

That surprisingly few faces are completely free from "off-colour spots," or minor skin blemishes.

And that such blemishes, no matter how small, cannot help but flay the beauty of the face as a whole.

Here in Hollywood, the critical lens of the motion picture cameras reveals and magnifies any such flaws with cruel reality. Naturally, then, filmdom's glamorous ladies have to do something about even the slightest blemishes in their complexions.

Make-up foundation supplies the answer to this very important film star problem.

Myrna Loy

MAKE-UP foundation also supplies the answer to the perennial question which asks how the freckles of such personages as Myrna Loy and Joan Crawford never appear to mar their loveliness, either in their picture or social appearances.



MAKE-UP FOUNDATION SUPPLIES THE ANSWER to the perennial question which asks how the freckles of such personages as M-G-M's Myrna Loy and Joan Crawford never appear to mar their loveliness, declares Make-up Artist Max Factor, jun.