

# "If You Must Make up, Do it Right"

"Why admit across a room that you are made up? Why not use a little art—why not simulate the thing that is admired when it is natural? Why use red when lips should be a pink?"

DONT'S for Those Who Think They Must Paint Lips and Eyes—Simple Directions from an Expert as to Real Art of the Matter.



Lips Should Be Made Up With a Natural Pink, Not Red, and the Corners Should Be Softened by Wiping Away With Face Grease.

Blue and Gray Eyes Should Be Made Up Differently From Dark Eyes and the Lids Should Be Bleed, Not Blackened—Picture on the Right Shows Hazel Eyes With Lids Brownd, and Lashes Very Delicately Lined. Brows of Light Eyes Should Be Quite Thin.



Eyes Strongly Made Up and Lips With Very Soft Color.



Typical Lip Make-up for the Screen Photoplay.



Brilliant Make-up Necessary to Stage Lighting.



An Accentuated Make-up as to Both Eyes and Lips.

BY BARBARA CRAYDON.  
PUNCH'S advice to those about to marry was "Don't." This was cynical and really represented a preference to good advice under the heading, "If You Must Marry, Why—?" and so on.  
Today we might with much less cynicism, in fact, with the very best of reasons, say to those contemplating "make-up," simply "Don't."  
We are living in a time when a vast number of women think they must. I don't mean cream and powder. I am thinking of the eye pencil and the lip stick. Overdone make-up is giving a shocking look to many of our women folk. Frightful vermilion lips—not with an illusory pink, but with a strident, violent vermilion—are very prevalent.  
There was a day when the world looked askance at "painted ladies." Women who painted—for the street—were set apart.  
Nowadays we can make no such

quick classification. Perfectly good girls parade with splashes of paint that would once upon a time have been looked upon with horror. Yet their perfect goodness doesn't save the sign from its address.  
If there is a most beautiful color in the world it is probably the color of a young girl's healthy skin. Next most beautiful may be the tint of cheeks with healthy blood in them and lips in their own adorable and never-to-be-imitated pink.  
To splash on color is to say to the world that you don't like your own face, and this is never a graceful admission.  
Possibly the movies are responsible for emphasized face coloration. Some day movie people will learn that the feature emphasis that is made necessary by photography under ordinary circumstances can look repulsive in a "close up." The heroine's lips in a "close up" are not even an exaggerated red. They are black, and black lips are nauseating. Maybe watching black lips, inartistically

emphasized, has something to do with the staring red lips of fashion.  
However, this is not a sermon on face painting. Each woman must decide for herself what she wishes to look like, what sort of man she wishes to please, how frankly she wishes to confess that she prefers staring red lips to pink lips, and honestly interesting eyes to "stagey" eyes. The stage has its excuses, its necessities. The combination of top light and foot light forces the actress to accentuate colors. Off the stage, in the light of day, or under conditions that amount to a "close up," the necessity no longer exists.  
Right here I should like to urge that make-up should, at its best, imitate nature. Why admit, across a room, that you are made up? Why not use a little art—why not simulate the thing that is desired when it is natural? Why use a red when lips should be a pink? Why underline eyes to heavily that the daub is recognizable at 99 feet?  
Yes, this is a plea for reasonable make-up. It is asking you, if you

must make up, not to use a footlight effect for the drawing room or street. There is just as much expression about the mouth as about the eyes. Therefore do not spoil the expression of the mouth, and don't try to change it, unless it must be done for the stage. As a make-up use pink and not red. Red or vermilion is something necessary on the stage when the lights are very dense. When the mouth is a little too large one can wipe out the corners of the mouth with face grease and only make up with red the center part. Take care not to make it too small, because it would look like a red spot. These suggestions apply only to make-up for the stage. For daylight lips must be softly accentuated with pink following the shape of the mouth, but not quite to the edge. This will make the lips more delicate and far prettier.  
The make-up of the eyes is just as important for daylight as for the stage. It is an art in itself, because the effect of the size and expression in the eyes depends on the way they are made up. Even the color effect

can be changed slightly; for instance, gray eyes with a tiny bit of green and brown in them when made up with dark brown and a soft blue the color of the apple of the eye changes to a pronounced hazel, and sometimes they seem to be brown. Dark eyes must be touched just a little on the eyelids with dark brown spread out with the finger in a soft line. This is for daylight. Don't put any paint under the eye, but if the eye has an oval shape, accentuate it. The best way to do this is to make a soft line with the pencil and smooth it out with the finger, then make up the eyelashes with a tiny brush in the usual way. Don't use any blue for dark eyes. For the stage dark eyes should be made up in the same way, but more or less accentuated, depending on the size of the hall and the brilliancy of the lights.  
Blue and gray eyes should be made up differently from dark ones. For blue eyes one should use for daylight a very soft black, a black that spreads out very easily, and it should only be used for the eye-

lashes. Don't put any black on the eyelids of the blue or gray eyes, even for the stage. Put only blue on the upper eyelid, well spread out, the lower part a tiny bit darker than the upper, and use black only for the lashes and eyebrows. But the eyes, brows of gray and blue eyes should be very narrow, just a thin arch.  
"Never use blue for daylight make-up. The picture showing the expression of half-closed eyes, with falling eyelids, makes the point. These eyes, being hazel, the eyelids are slightly darkened with brown. This gives a glance that the French call "Un regard velouté"—a "velvet glance."  
"Never make-up in public. This is very bad taste. Even using powder in public is questionable. Much of a woman's charm must be lost if we lose a sense of mystery as to how she produces it. Particularly reprehensible is a public lip stick. Lips made up in that way, without infinite pains and the closest examination, are certain to reveal the paint, and to reveal the paint is to kill all beauty of effect."

As to whether the United States would be disposed to undertake the work at once under the same mutual obligations as provided in the convention. The proposition was favorably considered by the president and he directed that the revenue cutter service begin as early as possible in February, the international ice observation and patrol service. On February 11 orders were issued to fit out the Seneca for that duty and the next day she sailed for the Grand Banks.  
Upon the request of the secretary of the treasury the secretary of commerce detailed scientists from the bureau of standards for taking meteorological and oceanographical observations and collecting specimens of plankton.  
These scientists accompanied the Seneca throughout the ice patrol season. The data they gathered has proven of great value in clearing up many of the problems of ice movement and ocean currents.  
By the end of the season of 1914 the ice patrol had been developed into a most efficient service and it was carried on in a most helpful manner to navigation during the seasons of 1915 and 1916. Despite the tremendous

## CUTTERS ABANDON SUBMARINE CHASE TO LOCATE DANGEROUS ICEBERGS

Hardy Sailors of United States Coast Guard Service Now Are Devoting Time to Obtaining Data for Guidance of Mariners—Work Interrupted by Orders to Go to War Is Resumed.

TURNING from hunting German submarines to hunting icebergs in the north Atlantic is going from one exceedingly dangerous job to another in both cases the ships engaged in the hunt being liable to be sunk at any moment unless the greatest care and caution was at all times exercised.  
But the hardy sailormen of the United States coast guard are accustomed to danger and during the war when the service became by act of congress an integral part of the military forces of the United States it hunted submarines just as diligently as it had hunted dangerous bergs for a few years previous. When the war ended and the ships and men of the service again came under the direction of the treasury department in-

stead of taking a rest, after their constant and strenuous war work, the men of the coast guard again started out last spring icebergs hunting and only recently returned to their home station to prepare for further voyages, after several months of very hard work and the accomplishment of much good in the guarding of the trans-atlantic steamship lines from shipwreck.  
Of all the daring work undertaken by the United States coast guard cutters, none requires more nerve, hardihood and expert seamanship than the icebergs hunting. Storms, fogs and cold weather are of constant occurrence off the Grand Banks of Newfoundland, even in summer, and ice in vast quantities and dangerous shape is almost constantly floating

down from the Arctic. While it is the duty of most mariners to avoid this ice as much as possible, it is the work of the coast guard patrol to search out this ice and mix right in with its dangerous company no matter what weather conditions may be and discover every particle of information possible about it so that it may be warned to the ships of all nations in the trans-atlantic lanes in which they may be traveling. For to be forewarned is to avoid accidents such as the Titanic disaster.  
One tradition of the sea in reference to ice bergs which the patrol has smashed is that contrary to the belief of most sailor men there is no appreciable change of temperature, air or water when approaching a berg. In a fresh wind be blowing and a ship

gets within 100 yards or so to leeward the crew experiences a sensation of cold, but the thermometer may not register any drop. And when a ship unwittingly approaches that close to a berg, she would be in serious danger. Birds, as some sailors affirm do not indicate the presence of ice. They are more numerous around vessels where they can find something to eat. Again, there is no iceblink over a berg. In brief, in hunting icebergs the mariner must to a very great extent depend on his eyesight alone.  
Reverting to the history of the patrol it is interesting to learn just how the whole thing came about.  
So successful in warning steamers of dangerous ice were the cruisers Chester and Birmingham, who first took up the patrol of the ice regions that in the spring of 1915 marine icebergs again applied to the navy department to perform the ice-patrol duty, but that department had no vessels to spare for the purpose. Application was then made to the treasury department and the secretary of the treasury selected the revenue cutters Seneca and Miami, for the work. At the international conference on the safety of life at sea, which was

convened in London on November 13, 1913, the subject of patrolling the ice regions was thoroughly discussed, and the convention signed on January 20, 1914, by the representatives of the various maritime powers of the world, provided for the inauguration of an international derelict destruction, ice observation, and ice patrol service, consisting of two vessels which should patrol the ice regions during the season of danger from icebergs and attempt to keep the trans-atlantic lines clear of derelicts during the rest of the year. The government of the United States was invited to undertake the management of this triple service, the expense to be defrayed by the 13 powers interested in trans-atlantic navigation in a fixed proportion which was definitely agreed upon, subject to ratification by the law-making bodies of the governments concerned.  
Scientists Assigned to Work.  
Unfortunately this agreement did not go into effect until July 1, 1915, and as this made no provision for continuing the ice patrol during the season of 1914 and 1915 the government of Great Britain on behalf of the several powers interested, made inquiry early in 1914 of Uncle Sam

as to whether the United States would be disposed to undertake the work at once under the same mutual obligations as provided in the convention. The proposition was favorably considered by the president and he directed that the revenue cutter service begin as early as possible in February, the international ice observation and patrol service. On February 11 orders were issued to fit out the Seneca for that duty and the next day she sailed for the Grand Banks.  
Upon the request of the secretary of the treasury the secretary of commerce detailed scientists from the bureau of standards for taking meteorological and oceanographical observations and collecting specimens of plankton.  
These scientists accompanied the Seneca throughout the ice patrol season. The data they gathered has proven of great value in clearing up many of the problems of ice movement and ocean currents.  
By the end of the season of 1914 the ice patrol had been developed into a most efficient service and it was carried on in a most helpful manner to navigation during the seasons of 1915 and 1916. Despite the tremendous

drains made by the great war, on the treasuries of most of the nations interested in the ice patrol they continued their payments to Uncle Sam, except Germany and Austria-Hungary who refused to pay their share on the ground that they had no commerce on the seas, and that the service could be of no use only to their enemies. Little Belgium on the other hand kept right on paying her quota.  
By the spring of 1917 we had become involved in the war and all the ships of the coast guard cutter were too busy with naval duties to engage in the ice patrol. Thus for two years the service was abandoned, to be re-established last spring and probably be continued from year to year indefinitely.  
All the information collected by the vessels on ice observation and ice patrol duty, whether from original observations or from authentic reports of other vessels, is sent out broadcast by wireless twice a day. Each message is repeated three times using 300 meter waves in the first set of wavelengths and one wave in the second. If the ice conditions are unusually serious, messages are sent more frequently—sometimes as often as once an hour.