

WOMAN'S WORLD

Beauty Can Be Achieved by Pointing up Good Features

By Ertta Haley

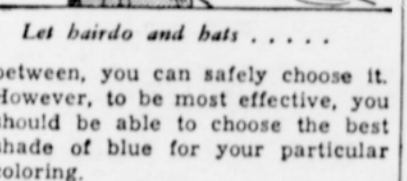
WOMEN WHO really care how they look can really achieve true beauty. This does not come from hit and miss care or snap judgements on choice of clothing.

Many women say they are confused by all that's offered them in the way of clothing, they don't know what they should choose. You can easily learn principles and then study them in relation to yourself for most effective application.

It sometimes helps to know why you should not wear certain hats or dresses, because this helps you remember them and also teaches you to look for certain details which will help dramatize best features.

Certain styles of hats and dresses are good for all face and figure types, but naturally they must be worn differently so they can look their best.

The same applies to colors. Blue, for example has been called the American woman's best color, because whether you are redhead, brunette, blonde, gray, white or in-



Let hairdo and hats . . . . . between, you can safely choose it. However, to be most effective, you should be able to choose the best shade of blue for your particular coloring.

There's an answer, too, for those with real problems that clothing and proper choice of jewelry can cover. The scarred neck can be covered easily, as can the lined throat. Prominent neckbones can be hidden with the correct jewelry and neckline.

Such beauty debits as freckles are easily minimized, and shallow complexions can be improved with proper attention to color. Whatever the problem, there's an answer for you.

Hats Need Fitting To Face and Figure Hats should be chosen to suit both face and figure, as well as the clothes with which they're to be worn.

Those with a very narrow silhouette should not give the appearance of toppling over with a gigantic hat. Better balance can be achieved in the small or medium brimmed hat.

The large hats should be chosen to go with the somewhat full skirts as they look too disproportionate with skimpy, short or narrow skirts. Skirts may be worn slightly longer with the large brimmed hats to give smarter appearance.

Serviceable Cloth



Tablecloths that combine new service and beauty are now being made of a vinylite plastic film that is colorfully printed to give the appearance of fine block linen. These will cut down summer laundries because they can be kept clean easily and quickly by sponging, and need no ironing. Two popular sizes in red, green, yellow, blue, plum, chardreuse and grey are available.

One of the smartest ways to decide what hats or clothing are right for you is to pick those which do for you what face or figure does not. A good example of this is in sloping shoulders. The hat should have some upward movement to counteract the slope in the shoulder.

Most women can wear berets, but the style should be chosen carefully. An older woman or one with a large nose looks stunning in profile types now shown. If you're tall, have one that's worn flat and forward to cut down height. Those who are young and short wear them best to the back of the head.

Brimmed hats, no matter how



handsome, should never be set on uncovered ears. Soften them by placing a curl or cluster of curls at ears, or place a bow which fits near the ear on the hat.

Complexion Helps Determine Best Color For You Those who have coarse complexioned skins should soften the harsh

effect of their skin by wearing soft, in-between shades. It's best to avoid brilliant colors right next to the face, as well as hat materials like rough straw which will only emphasize the coarseness.

Too delicate materials will give the same effect as too harsh colors and materials. Cute bows and trimmings, brilliant flowers and metallic trimmings should be eliminated from hats.

Sallow-complexioned individuals should avoid harsh colors. Colored veiling is excellent for minimizing this fault, and so are muted shades of dusty rose, gray, pale yellow, green and gray-blue.

You can well imagine what effect polka dots have if the face is freckled, but also to be avoided are anything which might suggest or accent freckles such as flower centers and perforated bags and other accessories. Freckles are less noticeable if you wear plain materials. If you must wear figured materials, choose stripes.

If you're blonde, feminine, with hazel eyes and the pink and white complexion, you have few worries. Stay with feminine clothing, but avoid frills or fuss.

With chestnut hair and brown eyes, you can wear daring color combinations and choose those which are vivid and striking. Pale, in-between colors will age or sober you too much.

When you have good gray or blue eyes and want to dramatize them,

place matching or lighter blue next to the face. If the eyes are dull, use a deeper blue shade. Too much eye make-up and too bright colors should be discarded.

Normalize Necklines With Proper Apparel

Anything which would emphasize thinness is to be avoided if the neck is long and thin. These include V-shaped necklines, curls piled high on the head, tight, narrow waves, or highly perched hats. Try to get width in the hairdo by smoothing the crown and having curls at either side. Have hats that cover the head, forehead, ears and back of the neck so the thin neckline can be broken.

Circular hair arrangement, yokes and full gathered bodices are on the taboo list if the neck is short and thick. Open necklines, simple bodice lines and tapered effects in the hairdo will counteract the short look.

Jewelry at the neck can be of great help for heavy necklines. Tight chokers, naturally, are to be avoided, but pearls or beads that are graduated to form an oval, especially when worn with a simple V neckline, can be very effective.

Short bobs or up-swept hair arrangements will make scrawny necks look all the more so, while soft, long bobs break the long look. In clothing choose dresses that are built high; in sun or evening apparel avoid the open, strapless tops and use wide straps.

KATHLEEN NORRIS

Pretend Fickle Lover Is Dead

LINETTE ROY is 34. Her younger years were spent in the care of invalid parents, and in holding a responsible post-office job, which she still has. Two years ago she met one Robert Francis, a medical student two years younger than herself. Robert also had had family responsibilities, and was only as far as his first year in medicine. He has now been obliged to interrupt his studies, and is driving for a doctor in a city some 300 miles away, hoping to save enough to get started in another year.

Robert gave Linette her first thrilling love affair. To her, hard-working, conscientious, lonely, it was a miracle of delight. To have a fine man's companionship, to talk over their respective trials and responsibilities, to listen to his first words of admiration, and to feel her own heart respond—well, perhaps only a woman placed as Linette was knows what that means.

They were never formally engaged. But they became lovers. Robert using the old arguments of appealing to her trust, her belief in his promises. Linette was not a girl in years then, but she was completely inexperienced, her father was dead, her invalided old mother was far past the point of advising. On the contrary, she

someone has told him something that has changed him. I telephoned him at once, but it was most unsatisfactory. He pleaded that his mother and sisters had absorbed his time, that he had tried to call me, and so on. He said to wait for his letter; there has been no letter, and inasmuch as I cannot live—I feel I actually will die—if things are left this way, I am appealing to you. Of one thing I am sure; Robert loves me. If I did not know that, I would try to put the whole thing behind me. But Robert loves me. How can I win him back?"

Love Is Gone Linette, I say in reply, the one thing of which I am sure, and of which you are yourself sure, deep in your heart, is that Robert doesn't love you. Any man who loves a woman won't be in the same town with her for three hours, much less three days, without telephoning, rushing to see her, dating her for every possible instant.

Your love affair is over. Accept this terribly hard dictum, and start fresh tomorrow. Act as if Robert were dead; many a brave woman has had to rise to that situation in the past few years. Plunge into three or four different activities; make yourself do it. Every fibre of soul and body will revolt at first, but that's the only cure. Study a language; that is always my first suggestion. Then get a puppy to spoil and be spoiled by. My own predilection is for a cocker. They are happy in an apartment and very loving.



... her first thrilling love affair ...

had returned to childishness, and Linette had to make her own decisions. Carried off her feet by the passion and ecstasy that had come too late to her, she gave way to the emotions that are too strong for almost any woman so ignorant and so isolated.

Miserably Unsatisfactory Like any other self-respecting woman she found this arrangement miserably unsatisfactory, and when Robert went off to take his job in another city, they decided upon an understanding that would lead within the year to marriage, no matter what their financial or domestic situations might be.

A part of Linette's letter follows:

"This was the way things were at New Years. Bob went away, and we wrote to each other, daily at first, then his letters fell off, as I expected they might. At Easter he was at home three days, and I saw him there three times, but I felt that things had changed. There was no love talk, and no talk of marriage. But he was working terribly hard, and looked and acted tired.

"That was all, until this week, when I discovered that he has been home, was here for two nights, about 10 days ago, without a word or telephone message to me.

"Mrs. Norris," Linette's letter goes on, "I was stunned. I have been unable to eat or sleep since. Loving and trusting him as I do I know that something has happened, he is angry with me, or

Head For Car During Storm

HERE'S COMFORT for those who dive under the nearest bed at the first crash of thunder. The National Geographic Magazine has some advice on how to dodge lightning.

Don't head for the nearest bed. Your automobile is much safer. It's one of the safest places you can take refuge in because the steel of the body will conduct the current away from the occupants. That goes for airplanes too.

Your chances of being killed by lightning in the United States are about one in 365,000. And this is true despite the fact that over the earth some 44,000 lightning storms occur every day, with 100 flashes of lightning every second.

Moreover, some strokes at their peaks generate temperatures as high as 27,000 degrees Fahrenheit. It is "turned on" only 35 millionths of a second during the 20,000 mile an hour flash.

Lightning is known to strike between two clouds, or within a single cloud far more often than between a cloud and the ground. A flash may speed more than 10 miles between two clouds, and it may race to the ground from a distance of only three miles.

Strikes Same Place Twice Lightning can and does strike the same place twice. It has hit the Empire State building in New York city as many as 12 times in 20 minutes, and as often as 50 times a year.

Another feature recently discovered is that lightning may strike upward from the ground. That is because it is really a high speed flow of current back and forth between powerful electric charges.

YOUR NATIONAL FORESTS

180 Million Acres of U.S. Forests Offer Ideal Vacation Opportunity

Perhaps you haven't thought much about it, but some 180 million acres of national forest land are yours for the using this summer. That's a little more than an acre apiece and with few exceptions they are yours to use for free. Owned by Uncle Sam and administered by the Forest Service, these acres offer recreation and vacation opportunities unlimited.

You don't have to know an oak from a pine tree to enjoy one of the 4,500 camping and picnicking areas scattered from Maine to California. For most American families one of these sites, complete with fireplace and picnic table and benches, is within a day's driving distance of home. The areas will accommodate 280,000 people at one time, insuring plenty of elbow room unless you choose a very popular area near a large city during a long weekend.

The forests provide boundless activities. The 750 rangers managing the areas don't organize trips for you; they don't serve as guides. However, they are friendly men, ready to answer questions, direct you to points of interest, and make your visit a pleasant one.

Miles of Trails

If it's sittin' and eatin' you want, the ranger can tell you where to get the best scenery with your meals. But if it's rockin' you want with your sittin', you'll have to bring your own chair, or patronize one of the 50 privately owned and operated resorts on national forest land.

What you do in the forest is pretty much up to your individual taste. There are 136,000 miles of trails, forming in places a maze of foot and horse paths. In the west the Pacific Coast Trail system traverses the cascades of the Pacific northwest and the Sierras of California, north and south across the United States from Canada to Mexico. In the east the Appalachian Trail stretches more than 2,000 miles from Mt. Katahdin in Maine to Mt. Oglethorpe in Georgia.

Short trails leading to scenic points offer half-hour to half-day jaunts for the tired business man and his family. The more experienced woodsman can plan a backpack trip of several days' duration, camping nights at three-sided shelters usually spaced 10 to 15 miles apart in the East.

For those who want to hike unencumbered except for personal items, the Appalachian Mountain Club of Boston operates a chain of huts in the White Mountains of New Hampshire where one can bunk for the night, get dinner and breakfast, and have a trail lunch put up at a reasonable rate.

The less adventuresome can join hiking clubs—the Sierra Club, the Obsidians, the American Alpine Club, the Appalachian Mountain Club or some of the smaller trail and mountain climbing clubs throughout the country. Many of these clubs run organized trips for members into the national forests.

Fine Fishing Offered

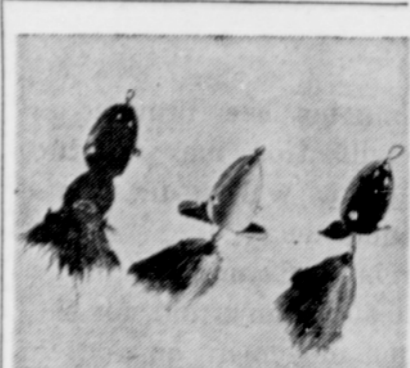
For rugged individuals the Forest Service has set aside 14 million acres of real wilderness. Untouched land preserved in its original state for future generations, these areas present a real challenge to those with a pioneer spirit.

No roads lead into these wilderness areas. You walk, ride horseback, or paddle your own canoe and carry grub and equipment to last you the length of your stay. You can be your own guide and your own cook.

On the national forests there are many swimming areas, 70,000 miles of streams for fishing, and 100 million acres of good hunting country. There are 120,000 miles of forest highways and roads for the motorist or bicyclist.



Hundreds of trails like the one above wind through our national forests. The picture above is of Pilchuck Trail in Mt. Baker National Forest in the state of Washington.



American designers are exerting a greater influence every day on the mode of living in this country. Their activities include everything from fishbait to huge industrial plants.

Designers Have Big Influence On Mode Of Modern Living

From the time you shut off the alarm clock in the morning until you flick off the reading light at night, literally everything man-made you use, touch and see is the result of the creative genius of a designer.

Think about what you use in the course of a day—your toothbrush, toaster, hat, car, pen, radio, typewriter—every implement, building, article of clothing was first a designer's dream.

Among the many types of designers . . . fashion, architectural, interior decorator, etc. . . the one which perhaps most influences our mode of living is the industrial designer. This man is artist, architect and engineer rolled into one. From his practical imagination, drawing board and models emerge the shape of things to come . . . our tools of living, from toys to heavy machinery. He, more than anyone, is concerned with your future comfort and joy of living.

Design for Comfort

One of the nation's foremost industrial designers is Dave Chapman of Chicago, vice-president of the national Society of Industrial Designers, who has fashioned some of the articles you use. Your own refrigerator, juicer, stove, washer, flashlight, clock, razor, coffee pot, hammer, fishing lure or sewing machine may be his design.

You probably aren't aware of it, but the myriad of things you take for granted are pleasant and satisfying because they are the right color, texture, weight and size. Why? Because before whatever the object may be was finally produced in the form you know it, a designer handled it, played with it, broke it, fixed it, tore it down, re-built it, tested it on countless others and lived with it until he was sure what you would like best. The designer eliminates all guesswork where your pleasure is involved. He knows what you will like.

Because his creations must be pleasing to millions, the industrial designer must be gifted with a super sixth sense. He has to know intuitively what will strike people, then work with engineers and production men in perfecting the product. Requisites for its success: look better; be more durable and efficient; be easier to keep and keep up; cost less than its competitors.

Important Field

Like most of his contemporaries, Chapman finds relaxation and inspiration in other arts. Some designers write, paint, do sculpture or compose music, in addition to their designing. Chapman is an architect, recognized oil and water color painter, master black and white and color photographer, and collector of rare books and ethnic recordings.

As our culture progresses, our tastes grow finer, more exacting. We expect better and better things. So the industrial designer is growing in importance to our happiness. Your "crystal ball," revealing what you will use in the future, is the industrial designer's drawing board today. Right now, he's busy creating what you will use in 1955 and 1960.

Crocheted Jacket, Bonnet Some Popular Potholders



His and Hers A NEW version of the most popular of potholders to delight home-makers and bazaar contributors. 'Hers' are beruffled in gay red cotton and 'His' are striped in blue. Fun to make and practical, too!

Pattern No. 5100 consists of complete crocheting instructions, stitch illustrations and material requirements.

SEWING CIRCLE NEEDLEWORK 630 South Wells St., Chicago 7, Ill. Enclose 20 cents for pattern. No. .... Name ..... Address .....

How mild can a cigarette be? MORE PEOPLE SMOKE CAMELS than any other cigarette!

and among the millions who do...



CRISPY! "SNAP! CRACKLE! POP!" Such a cheerful earful! And crisp to the last. Energy, too—plus vitamins, minerals, proteins. Get Kellogg's Rice Krispies today! Now 2 packages: Regular and Large.



BRIMMS PLASTI-LINER One application MAKES FALSE TEETH FIT for the life of your plates

If your plates are loose and slip or rub, rub them for instant, permanent comfort with soft Brimms Plasti-Liner strips. Lay strip on upper or lower plate . . . bite and it molds perfectly. Hardens for lasting fit and comfort. Even on old rubber plates, Brimms Plasti-Liner gives good results from six months to a year of longer. Ends forever mess and bother of temporary applications that last a few hours or days. Stops slipping, rocking plates and sore gums. Eat anything. Talk freely. Enjoy the comfort thousands of people all over the country now get with Brimms Plasti-Liner. Easy to Re-Fit or Tighten False Teeth Permanently. Tasteless, colorless, harmless to you and your plates. Can be removed as per directions. Users say: "Now I can eat anything." Money back guarantee. \$1.25 for liner for one plate; \$2.25 for both plates. At your drug store. PLASTI-LINER COMPANY, Buffalo 11, New York

THE READER'S COURTROOM

No Seats No Excuse for Suit

By Will Bernard, LL.B.

May a Train Passenger Collect Damages because He Could Not Find a Seat?

A feeble old man boarded an interurban train, only to find that all the seats were taken. When the conductor came by to collect fares, the man complained—but to no avail. Reluctantly, he paid for his ticket and stood up throughout the trip. Utterly exhausted by the ordeal, he later sued the railroad for damages. The court agreed that a railroad ought to provide a seat for every passenger. However, the judge turned down the old man's claim on the ground that he had "waived his rights" by staying aboard the train. The judge said that if he wanted to sue, he should have refused to pay his fare and gotten off at the first stop.

Does a Divorcee Lose Her Alimony if She Remarries?

After several years of unhappy married life, the wife of a contractor went to court and got a divorce. She also was awarded weekly alimony payments "until further order of the court." Some time later, the woman remarried—this time choosing a laborer who was hardly making a living for himself. The contractor promptly asked the court to stop his alimony payments, but the judge refused to do so. The judge said that remarriage alone wasn't enough to end the woman's right to alimony. It was also necessary, the judge ruled, that the second husband be able to support his wife properly. If he couldn't, said the judge, the first husband just had to keep on paying!

Is It "Kidnaping" For a Father To Take His Child Away From the Mother?

A husband and wife had a bitter quarrel, and decided to separate. Before parting, they agreed that their seven-year-old son should remain with his mother. A few months later, the man decided he had made a bad bargain in giving up the child. One day he went to the house and, over his wife's violent protests, took the child with him. An alarm was sent out and the man was soon picked up on a charge of kidnaping. However, a court ruled that he was not guilty. The judge said that, unless deprived of his child's custody by actual court order, the father had just as much right to the boy as the mother had.

May a Lawyer Play Upon the Sectional Feelings of the Jury?

A southern woman owed some money to a large New Jersey corporation. After collection efforts had failed, the company filed a lawsuit against the woman. At the time, her lawyer made an impassioned plea to the jury on behalf of his client. "I appeal to you as southern gentlemen," he cried, "to rule in favor of this southern woman—and against this soulless corporation from the North!" But the court declared that this line of argument was improper, and ordered the jury to disregard it. The judge said that the lawyer should not try to win his case by appealing to the sectional feelings of the jury.