

## COLORFUL EYE MAKE-UP IS TALK OF FASHION WORLD

by DIANE WILLIAMS

It started in Paris, it took New York by storm, now it's sweeping the whole country, this rage for colorful eye make-up. Today, lips are being toned down while eyes are played up, and fashion magazines are showing mascara, eyebrow pencil and eye shadow as basic parts of the costume, as necessary as gloves or handbag. For fashion's sake as well as beauty's sake, this year the accent is on eyes . . . eyes . . . eyes.

As movie stars and famous fashion models have known for years, nothing does so much for a woman as beautiful eyes. And luckily, every woman can have beautiful eyes. All it takes is the right eye make-up.

And eye make-up is so easy to use! Just be sure you purchase the safe and time-tested products made by a beauty-house that specializes in eye make-up alone. For very little money you can have a complete eye make-up wardrobe—and oh, how much more beautiful you will be!

Begin with your brows. Tweeze stray hairs—but don't interfere with the natural brow-line. Perfect the line instead with light, feathery strokes of Eyebrow Pencil. Use a shade just slightly darker than your hair. Fill in sparse spots, and soften the effect with your fingertip.

Next line your lids to make your eyes seem larger and brighter. Use a self-sharpening pencil so you can achieve a fine line, and experiment with various shades of crayon for the best effect. (Liner crayon need not match eyebrow crayon.) Stunning results can be obtained with a fabulous new Blue-Green shade. Very soft, subtle and flattering!

Now you're ready for Mascara . . . brush it on from base to tips of your lashes. Instantly they will look longer, thicker . . . even pale, skimpy lashes can become absolutely glamorous! If you weren't blessed with naturally curly lashes, use an eyelash-curler . . . the cushioned type that gives you a wide-eyed look gently.

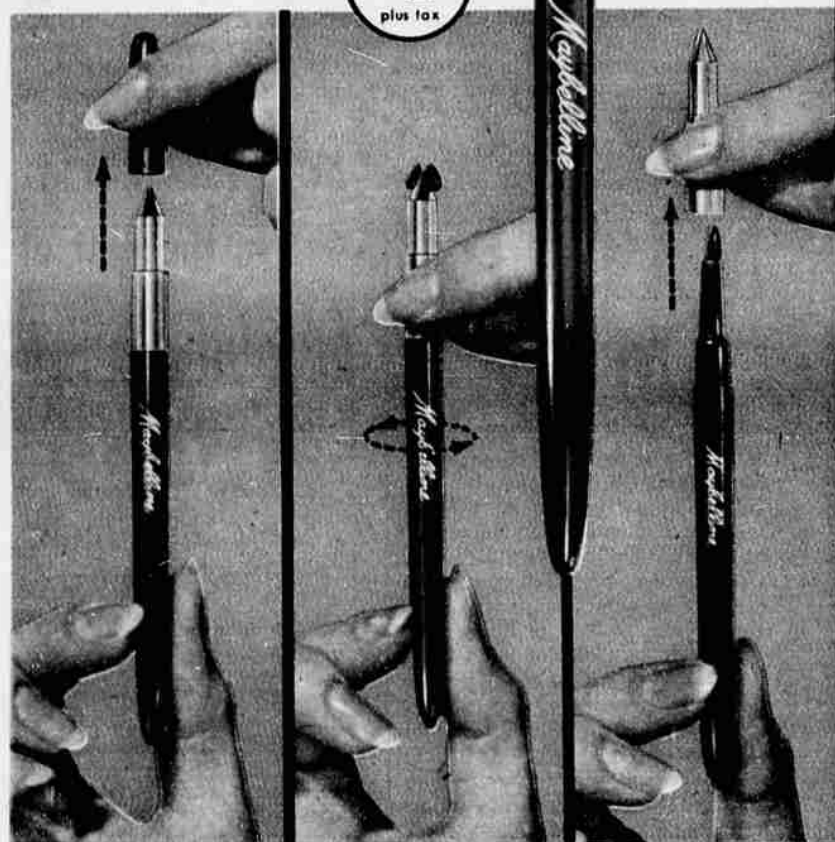
Finally, add delicate color to your eyelids with Eye Shadow . . . available now in stick form, so it's easy to apply. Directions for cleverest use on your-type eyes come with this stick. Choose from iridescent jewel-tones; Sapphire Blue, Emerald Green, Turquoise, Blue Pearl Grey, and Amber Brown. A blend of two shades is beautifully dramatic for evening wear. Daytimes, just a hint of color makes eyes seem larger, brighter, more interesting.

Don't cheat yourself of beauty—use Maybelline eye make-up every day. It does so much to make you lovelier!

# Maybelline announces the perfect self-sharpener eyebrow and eye-liner pencil

\$1

plus tax



**Surprise Inside!** One that means far lovelier brows for you. Slide off the cap, find a foolproof built-in crayon sharpener! Of golden metal, it won't jam, clog or break crayon. Just a twist, and you have a point like new every time.

**Strokes Finest Lines . . .** for more natural-looking brows. Now it's easy to form delicate, fine hair-lines! The effect is so

subtle, no one need know you've improved on nature.

**Adjustable Crayon . . .** Twirls to the length most suitable for you. Crayon won't fall out! Choice of 6 subtle shades to harmonize with your individual coloring. Velvet Black, Dark Brown, Light Brown, Auburn, Parisian Grey and the fabulous new Blue-Green. Twin Refills, 43¢.



### A—Expressive Brows in Seconds

Use soft, feathery strokes along the natural arch of your brow. (Avoid a "moon-shape" or hard straight line.) Accent the beginning of brow first: lift and taper toward end. Soften the effect with your fingertip.

### B—Make Your Eyes Appear Larger

Do as the models do—line your lids. It's easy! With soft Maybelline crayon draw a line at base of your lashes. Start with a fine line near inner corner of eye, broadening it as you progress to outer corner. Finish with "up-swoop." If you wish, soften the effect with fingertip. You'll be amazed how much larger and more brilliant your eyes will appear.

# Maybelline

PREFERRED BY SMART WOMEN THE WORLD OVER



Crayon Refills  
Solid or Cream Mascara



Precision Tweezers



Professional Eyelash Curler



Jewel-tone Iridescent Eye Shadow Stick