



Red Tape For Fall

Tie him up with red tape, girls. That's the intriguing theme behind the introduction of Max Factor's ingenious new Red Tape lipstick, a rich ruby red that is winding through the whole fashion scene this fall.

According to its famous Hollywood creator, this is the first "frankly female" shade of the fall season. Warm and rich in its ruby red hue, it is truly glamorous for the woman who would be successfully feminine, and it is the most important part of Fall 1955 fashion because this is the one color that says all the things every fashion-minded woman wants.

With fashions emphasizing simple designs that flatter a woman and let her relax and be herself, the fashion of the face changes to a more complete, more glamorous make-up—and lipstick is the color accent that complements this over-all appearance picture most brilliantly and strikingly.

Max Factor's Red Tape is the flattening new color to enrich the night-darkened blues, blue reds, clear, clean greens, and the new pinkish-brown of the new fabric colors that set all Paris talking.

Results of Max Factor tests in all parts of the country, because of the variance in light, also prove that Red Tape is a lipstick shade that looks equally beautiful in the bright light of California, in cold, thin Eastern winter light, in the soft "indoor" light, and even under fluorescent light. It gives the most beautiful glow to a tired and pale face.

Its noted Hollywood creator calls it "considerably more darker and more dramatic than the fashion of previous seasons." Red Tape, he says, was specifically designed as the answer to the new, more glamorous look of beauty set against the background of the deeper, darker, more enriched fabric colors for fall. And well-known New York fashion designers say that it provides a striking accent note to all the new black-influenced blues, blue-reds, clear greens, and pinkish-browns that are so smart this season.

The new Max Factor lip color is being appropriately launched with the intriguing theme: "You're sure to tie him up — with Red Tape." and its glowing ruby red is sparking store-wide ready-to-wear fashion tie-ins in all leading department stores across the country.

In addition to its unusual high-fashion timeliness, Red Tape has the further distinction of being a non-smear lipstick with stay-on luster. It was created in Max Factor's famous Color-Fast formula.

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A SIMPLE PARTITION can turn one room into a suite. Here the Englemer Decorating Center has sketched a bedroom-den for the young gentleman of the family with its dual effect produced by a wallpapered partition. A further effect of separation is given in the sketch by the raised floor in the bedroom section.

HAM ROLLS
Slim, dainty ham rolls add to your cheese tray. Cut thin slices of Swiss cheese the same size as thin slices of baked or boiled ham, using rectangles about 2 by 3 inches. Roll up around a small sweet pickle and fasten with toothpick.

TINY KABOBS
For your cheese tray, try your own combinations to make bite-size kabobs, using a toothpick for a skewer. Chopped beef bits with American cheese, ham with Swiss, coupled with something crunchy like celery, stuffed olives, tiny raw or pickled onions, make good combinations.

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ALL WOOL SWEATER by Gantner of California is one of the popular bulky knits of the season. The novelty stitch was Norway-inspired for all sorts of sports wear where warmth, buoyancy and smartness are important. The deep ribbing at neckline, cuffs and bottom is both practical and pretty. With it, the model wears sleekly tapered pants of worsted wool flannel by Tabak of California, made with shaped waistline, back buckled tab belt for adjustment and a short slit at the ankle in back. The sweater is shown in white with avocado green pants. Pants have matching jacket in mulberry and in pumpkin gold. Photo courtesy The Wool Bureau.

ACCESSORIZE YOUR LOOKS
It's a fall fashion forecast for the ensemble look, the long tunic silhouette and colorful fabrics that are flecked with deep undertones. Charles of the Ritz reminds us, too, "It's the time of year for dressing up your looks with exciting new shades of make-up to highlight this season's fashions and complement fall's paler skin tones."
So start off the season with an attractive shade of Liquid Veil foundation, preferably in the pink or rose tone to brighten your skin and even out the fading summer tan. Its gossamer sheerness smoothly veils your complexion with color and helps your make-up cling longer.
Over this sleek surface, tuff on a light perfection of made-to-order face powder. This personalized blend expresses your own individual coloring and gives your complexion a beautifully custom-made appearance.
Now you're ready for the trimmings. Shade your eyelids with a deep, muted eye shadow tinted Mocha, Fern or Blue Lagoon that will bring your eyes softly in focus. Brows and lashes will be more clearly defined, too, when accented with mascara and pencil. For your lips — set them ablaze with Perfect Boufire lipstick — the fiery red shade that adds brilliance to this season's lustrous brown, carbon gray and spruce green fashions.
Make your own beauty forecast a bright one this fall by accessorizing your complexion with colorful cosmetics. For cosmetics — like gloves, hat and shoes — are an essential part of the beautifully finished, well-co-ordinated look so right for the season ahead.

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