



INTRODUCED by Helena Rubinstein in conjunction with the newly launched spring fashions, is the "Etruscan Look," or smiling look, designed to flatter every woman because of its style-sense and simplicity. It can be achieved by applying make-up according to skin tones with dark or light foundations and similarly graded lipsticks, rouges and mascaras. Hairstyle is by Michel of Helena Rubinstein.



THE BLONDE pictured here uses Peachbloom Silk-Tone Foundation and Silk-Screen Face Powder, Pink-Tone Liquid Rouge, Brown eye pencil, blue mascara and eye shadow and Tender-Pink lipstick to achieve Helena Rubinstein's new "Etruscan Look." Hairstyle by Michel of Helena Rubinstein who advocates a graceful arrangement of bangs in front and a high, carefully dressed coil in the back.

ETRUSCAN LOOK

Combining inspiration from the 5th century B.C. paintings of ancient Etruria—which she studied in Italy recently—with 20th century A.D. fashions just introduced for this spring by the haute couture, Helena Rubinstein has created a new make-up. She calls it "The Etruscan Look."

Madame Rubinstein's keen sense of a trend of interest, in introducing this make-up, is confirmed by two striking facts: in the United States, the current issue of Life Magazine contains an important eight-page color section on Etruscan art; and in Rome, the famous Italian fashion designer, Gaetano Pirelli, has just presented his spring collection—with the models wearing the great beauty authority's "Etruscan Look."

While in Paris recently, Madame Rubinstein visited the Etruscan exhibition at the Louvre. Her sensitive eye immediately saw the flattering possibilities of transposing into modern idiom the ageless beauty of Etruscan women. Never doing things by half, she then traveled to Italy, where she pursued her research among the famous Etruscan shrines at Tarquinia and Chiusi. Back in Paris, she set to work evolving "The Etruscan Look," which she then introduced in her famous salon on the Poubourg St. Honore. Immediately, it caught the vivid imagination of Frenchwomen—and now it is available to their American sisters.

The first impression given by "The Etruscan Look" is that of a serene and smiling countenance touched with sophisticated mystery and a trace of mockery. The features are retined and faintly aquiline-giving, with the arched eyebrows, upturned lips and pointed jaw, a delicately fluted look.

Archaeological and linguistic records of the Etruscan's national history relate to a period covering at least 700 years—from the 8th to the 1st centuries, B.C. They formed a homogeneous nation on the Tyrrhenian side of Central Italy, and played a leading part in the history of Primitive Italy before its conquest and unification by the Romans. In fact, their painting constitutes the only extant group of large-scale paintings of the classical world before the Roman period, and thus it's from ancient Etruria that the first chapter of the history of Italian painting comes to us.

Women of all types will be flattered by this "Look" because of its beautiful simplicity and the fact that it's a "natural" to blend with the slim and uncomplicated lines of fashions for spring, 1956. The only difference between a fair and a dark skinned woman wearing "The Etruscan Look" is that one wears a light shade of Silk-Tone Foundation and the other wears a darker shade—and similarly harmonized lipsticks, rouges, powder and eye make-up.

To achieve this "Look" the features are gracefully slenderized

with make-up. This is done by applying Silk-Tone Liquid Rouge over the chosen foundation in a half-moon on the cheekbone, and gently blending upward. For added drama a dot of rouge is applied at the tip of the chin, a touch at each nostril and on the earlobes. English Silk Complexion Powder, in a shade echoing the foundation, is then applied.

Next the eyes are carefully outlined, both upper and lower lids, with Everpoint Eye Pencil—in a "smiling" manner. This is intensified with an even application of Eye Shadow Stick on the upper lid. Waterproof Mascara is then applied on the upper lashes only. The lips are fully rounded in a pert, mysterious smile, and filled in with a lustrous shade of "Young Lustre" Lipstick.

Hairstyles by Michel of Helena Rubinstein complete "The Etruscan Look." These are fashioned after authentic coiffures from the Etruscan paintings. They are high coils, with saucy chignons, spirals and pony tails to complement the graceful features of the make-up and give an added note of beguiling youthfulness.



DISCRIMINATING WOMEN all over the world will delight in this newest of Elizabeth Arden's perfumes, Memoire Cherie, a warm exciting fragrance with a haunting overtone. It is a charming scent reminiscent of the fragrance of a field of roses. Created, bottled and sealed in France, Memoire Cherie is presented in a beautiful crystal flacon encased in its own French mauve box, the package adorned with a cameo replica of the Goddess of Memory. It joins Elizabeth Arden's famous trio, On Dit, Blue Grass and My Love.

Sandwich Spread

Looking for a new spread for the kid's lunch box sandwiches? Try this Ripe Olive Tuna Spread on whole wheat bread. Ripe olives make it taste meaty, so the kids will go for it, and the makings are easy to come by. Besides olives, all you need is cream cheese, a can of tuna, a little mayonnaise and Tabasco sauce.

RIPE OLIVE TUNA SPREAD

3/4 cup chopped ripe olives
1 (3-ounce) package cream cheese
1 cup flaked tuna fish
Few drops Tabasco sauce
2 to 3 tablespoons mayonnaise

Combine all ingredients and blend well.
Makes about 2 cups spread.

RICE

When cooking rice for a separate vegetable, use half a cup of California white table wine as part of the water called for. Stir in butter and chopped green onions just before serving with steaks, curry or your favorite chicken dishes.

NEW JACKETS

Smart spring coats are shown in three-quarter length or shorter, with box lines and made of cotton. Many of the new ensembles feature a cut-on knit coat, lined or trimmed in the print of the sheet dress over which it is worn.

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