

GOOD LOOKS SECTION

"How to get the most out of your pay check"—budget-wise separates of Acrilan jersey by Rhoda Lee. Blouse, featuring a detachable piqué collar and pearl buttons, just \$3.98. Skirt, with inverted cluster pleats, \$5.98. Sizes 10-18, in a wide range of fall colors. At Jordan Marsh, Boston; The Broadway, Los Angeles.



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Fall Fav

At right: For the home sewer—the classic appeal of the knitted look is combined with the new fluid silhouette for fall by the Butterick Pattern Company. Pictured here, an Italian striped wool jersey dress with full skirt (the attached hood can also be used as a collar). Sizes 11-18, Butterick Printed Pattern 7896. Available at leading stores for 50 cents, or order direct from The Butterick Company, Inc., 161 Sixth Ave., New York 13.



Fashion news this year—the car coat. Designer Shirley Falk of Algine presents this version in corduroy. Sizes 9-18, \$10.98. In charcoal, beige, red, winter-green, and blue. Tailored skirt of Donegal tweed comes in gray or brown. Sizes 9-18. \$5.98. At L. S. Ayres, Indianapolis.

At right: Koret of California's "go-everywhere" tweed cardigan suit. Black flannel skirt with kick pleat. Box jacket, with matching flannel binding, in blue-and-black or camel-and-black. Sizes 10-18, about \$25. At the Band Box, New York.



avorites



Pretty and practical — flannel plaid skirt in soft tones of green, blue, and gray. Made of washable Sanforlan wool. Sizes 10-18. About \$15. For the store in your area, write to Today's Secretary.

SOME GIRLS ARE BORN BEAUTIFUL; some are born smart. But by the time they are old enough to be zipping out letters in a business office, the clever ones might easily have as high a beauty rating as their pulchritudinous cohorts. Though Miss Clever's beauty comes out of a bottle, it is beauty, nonetheless. And, because she's learned how to make the most of the cosmetics she uses, her art is not apparent.

Acquired beauty takes a bit of doing. We less fortunate souls must expend considerably more effort to achieve good results. For instance, we must guard our complexions very carefully; we must experiment with various types of cosmetics until we have found the products and the shades that are the most flattering.

FIRST HONORS IN FLATTERY go to make-up bases. The right foundation, though invisible itself, can do more to simulate a glowing peaches-and-cream beauty than almost any other cosmetic. In addition, it protects and lubricates the skin under other make-up. Make-up bases come in many forms; and the type you choose will depend on the amount of oil in your skin, the degree of concealment you want, and the method of application easiest for you. For most girls, a liquid foundation is the happiest choice. This type will easily blend into the lightest film, yet it has enough body to give the skin a smooth finish and even tone.

Choosing the proper shade is a tricky business.

You'll want to seek the advice of a reliable cosmetician. The most becoming shade is usually one that matches the deepest tones of your skin. If your complexion is a little sallow or dull, you can brighten it with a pinkish shade. On the other hand, if your complexion has too rosy a glow of its own, you may want to tone it down slightly with a beige or ivory shade.

In using any foundation, apply it sparingly—just enough to provide a mere film of color—and blend carefully. Bring the base down over your jawline and out to your ears and hairline, so that there will be no tattletale boundaries.

Rouge is something you may or may not want to include in your daily make-up routine. If you already possess pretty pink cheeks, you will skip this step. But most of us have days when our skin looks a little drab and sallow, and a tiny whisper of rouge helps.

Both cream rouge and liquid rouge are applied after foundation and before powder; cake rouge is used after powder. Today, most girls seem to prefer the cream or liquid varieties. These are longer lasting than cake rouge and can be easily blended to create a very natural look. When applying rouge, start with just the tiniest bit. You can always add more if necessary (and it usually isn't). The illustrations accompanying this article give placement suggestions for various face shapes. But there are two rules that are important for

PLACEMENT OF ROUGE



OVAL FACE—Smile at yourself in the mirror, and blend your rouge in a little triangle from the top of your "smile" out along the cheekbones toward the upper tips of your ears.



ROUND FACE—Apply rouge fairly high on the cheekbones. Start under the center of each eye and softly blend outward and upward over your temples toward your hairline.



LONG FACE—Keep rouge near the outer edges of your face, starting it under the far corners of your eyes. Blend color down over cheekbones and back to your ears.

Make-up Magic

by Helen Whitcomb

all shapes: rouge should never be brought nearer your nose than the center of your eye, and it should never be carried lower than the tip of your nose. As you apply, blend, blend, blend until you are sure the color is just a faint blush.

NEXT COMES YOUR FACE POWDER. Choose one that is within a shade or two of your foundation. The trick in application is to be extravagant with the powder and to *press* your well-laden puff lightly to your skin, instead of rubbing it on. Use fresh cotton to dust off any excess powder, paying particular attention to your brows and lashes, and the corners of your nose. As you doubtless know, one of the worst beauty transgressions is to apply powder with a grimy puff. It's a good idea to keep a supply of fresh puffs in your desk drawer. Dirty puffs are not only unsightly, they are downright dangerous; for they breed bacteria and can quickly spread infection.

Now for the grand finale to your make-up—a bright dash of lipstick. Be sure that all remains of your last lipstick job have been thoroughly removed and that your lips are not moist. Blot them with a tissue or dust lightly with powder, to make sure—lipstick will not cling to your lips unless they are completely dry. For a really artistic job, use a lipstick brush. Just a few quick strokes and you will have an attractive, clean, sharp outline. Then fill in with the lipstick itself.

Your best ally in creating a beautiful, clear complexion is a light film of foundation lotion. It not only gives your skin a smooth, flattering bloom, but it helps other make-up cling longer.

