

Hats
Hair-do's
Makeup



BY *Colette*
INTERNATIONALLY KNOWN
STYLIST, DRESS DESIGNER, AND
FASHION AUTHORITY

FASHION

DO's and Don't's

in **HATS, HAIRDO'S
AND MAKEUP**

by Colette

the internationally known stylist, dress designer, and fashion
authority

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Published by Consolidated Book Publishers

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153 NORTH MICHIGAN AVENUE • CHICAGO 1, ILLINOIS**

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2014

Basic TYPES AND BASIC

Are you as beautiful as you *could* be? This book will show you how to use cleverly the lines and color of your hat, hairdo, makeup and neckline to accentuate your best features and correct your weak points.

You see, it is not just an accident that certain hats seems to "do something for you," or that a new coiffure can change your appearance entirely. There are definite principles of complimentary lines and proportions that can be applied to facial beauty as exactly as they are applied to home decorating.

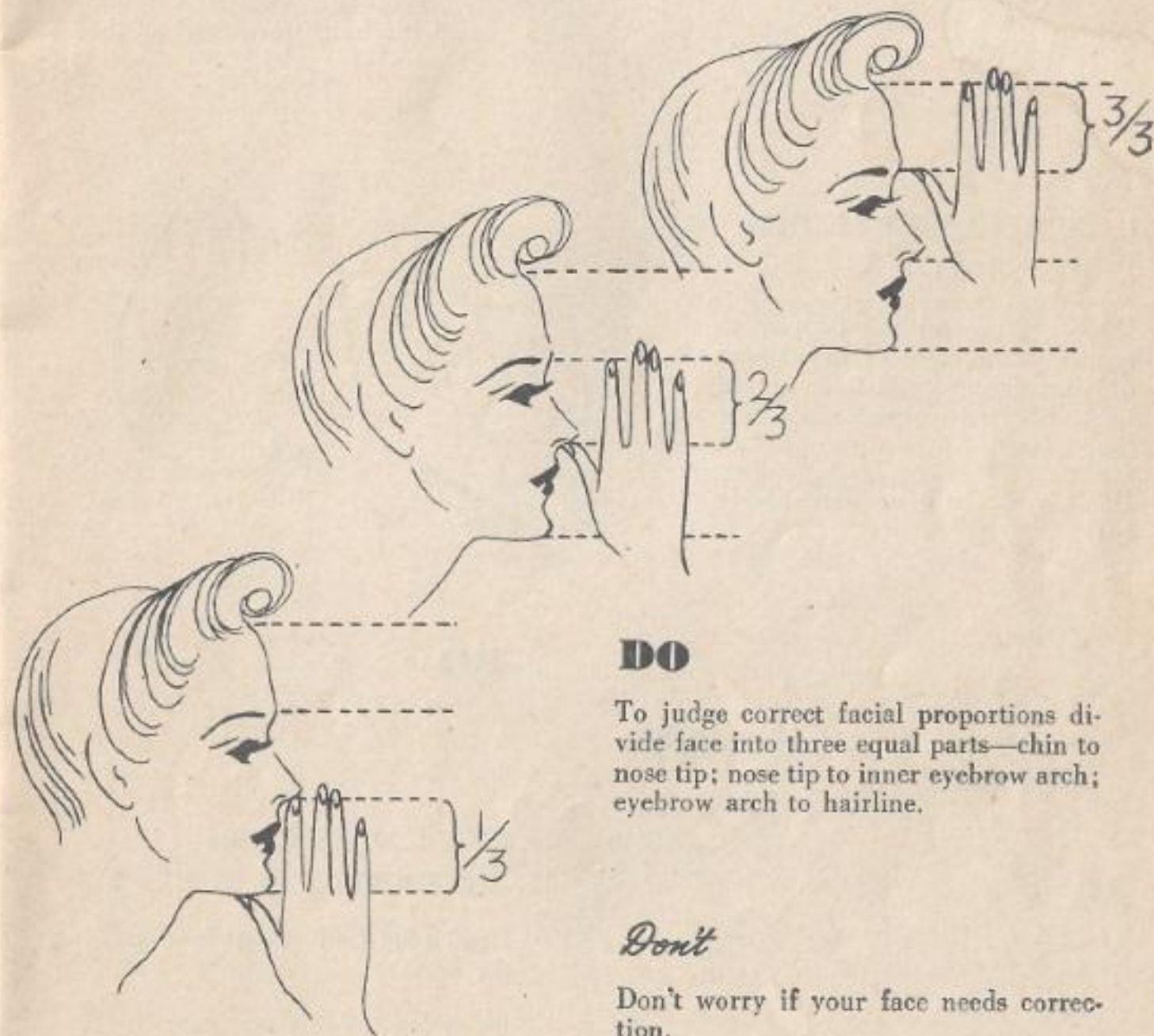
The author of this book has carefully studied the *reasons why* in fashion. For each facial type we have illustrated and explained what to do, what not to do, and *why*. You can easily learn to apply these principles to your own problem by using your mirror to identify your own particular type. As you read, study your reflection in your mirror and compare your features with those illustrated.

Beauty and the rewards that come with beauty can be achieved by every woman who *cares*. The lovely woman never attains loveliness by the "hit or miss" method. She must know how to distinguish the *right* hairdo, the *right* makeup, the *right* hats, the *right* necklines from those which are unsuited to her type.

You will find in this book hundreds of valuable suggestions applying just to you . . . what to do and what not to do. Read this book. Study the illustrations. Apply its principles. You will know the thrill of hearing your friends say, "What have you done to yourself? You look lovely!"

Colette

LINES TO CONCEAL OR REVEAL POINTS



DO

To judge correct facial proportions divide face into three equal parts—chin to nose tip; nose tip to inner eyebrow arch; eyebrow arch to hairline.

Don't

Don't worry if your face needs correction.



IF CHIN LINE TO NOSE TIP NEEDS CORRECTION—

Don't wear hair or hat down low on your face.

Do add height to upper face with pompadour, off-the-face hat. Lengthen short nose by plucking wide space between eyebrows. Soften chin line with hair worn low at the ears.

IF CHIN TO NOSE SECTION IS TOO SHORT—

Do bring hat and hair forward to reduce prominence of upper part of your face. Build hair out in back. Shorten eyebrow space over long nose.

Don't yank hair or hat sharply back.



IF FACIAL MID-SECTION IS TOO SHORT—

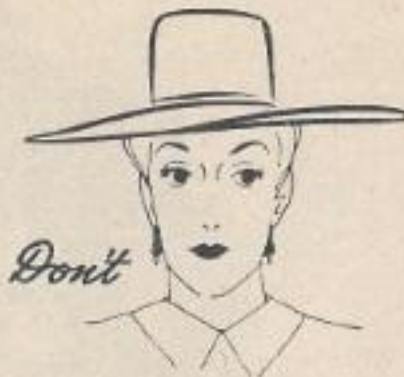
Don't plop hair or hat low on the face.

Do wear off-the-face hats if young; reveal part of forehead if older. If short nose, pluck wide eyebrow space.

IF FACIAL MID-SECTION IS TOO LONG—

Don't use stiff, hard lines in hat or coiffure. Avoid lengthening nose through wide eyebrow space, center-part hairdo.

Do break masculine look through soft, irregular waves, side part or pompadour, broken-up lines in profile-brim hat.



IF FOREHEAD IS TOO SHORT—

Don't hide it under hair and hat. Might make you look masculine.

Do lengthen with pompadour and off-the-face hats.



IF FOREHEAD IS TOO LONG—

Don't exaggerate with high hat and hairdo.

Do balance short lower face with hat and hair worn low on the face.

THE OVAL FACE

IF OVAL FACE, PERFECT FEATURES—

Do wear practically any hat, hairdo, or neckline. Yours is the perfectly shaped face.

Don't hesitate to be dashing and daring!



Don't



DO



IF THIN OVAL FACE, BROAD NOSE, LARGE EYES—

Don't use center part, wide hairdo, straight lip makeup, straight eyebrows, stiff hat lines.

Do have soft, slanting, top waves, arched eyebrows, exaggerated curve in upper lip. Always tilt your hats.



Don't



DO

IF SHORT FAT NOSE, HIGH FOREHEAD, OVAL FACE—

Do keep top hair fluffy, no definite part. Narrow nose with dark powder at the sides and lengthen with lighter powder at the nose tip.

Don't use center part with that nose.

IF HIGH BULGING FOREHEAD, WIDE OVAL-SHAPED FACE, LESS THAN 5 FT. TALL—

Don't sweep hair off that forehead, add width at sides of face, make head look too large for small body, with bushy hairdo. Do have sides up and off the face, back of hair swirled into a roll.



Don't



DO

IF OVAL-SHAPED FACE—

Don't spoil it with fussy hairdo and over-trimmed hat.

Do point up your perfectly shaped face with dramatic hat and hairdo. You have no contour correction.

Don't



DO

THE LONG FACE

IF FACE IS OBLONG—

Don't add length with high-on-top roll, hair too snug above ears, rouge on outer cheek.

Do keep hair smooth on top, fluffed out at sides. Eyebrows natural, rouge on center cheek, full mouth makeup.

*Don't***DO**

IF DAINTY FEATURES, SMALL-BONED—

Do be fascinating in doll-sized hat, pretty clothes.

Don't try to get this effect if you are large-boned.

IF LONG HAIR, HIGH FOREHEAD, LONG FACE, SMALL BODY—

*Don't***DO**

Don't add more length to your face with long, stringy coiffure.

Do show off your high forehead and keep your head looking small with casual simplicity. Off-the-forehead waves or curls good.

IF LONG THIN FACE, EXCEPTIONALLY WIDE FOREHEAD—

Don't expose forehead. Flat, sleek hairdo emphasizes thinness.

Do fluff hair wide at sides, soft over forehead. Rouge chin faintly at center where chin turns under.

*Don't***DO***Don't*

IF LONG FACE, GLASSES, WHITE HAIR—

Do get width up around the eyes by keeping hair soft at sides. For young face get width at jawline too, through hairdo. Choose pale blue rims to flatter white hair.

Don't try to hide your glasses by pushing hair forward. Avoid high bridge for long face.

**DO***Don't***DO****DO**

IF LONG GAUNT FACE—

Do wear low crown, soft, flattering brim. Have trimming placed for width.

Don't let huge crown and towering effect in hat make you seem gaunt.

IF LONG THIN FACE—

Do shorten, widen, and soften with wide, slanted hat brim; flat-on-top, fluffed-wide-at-sides hairdo; soft, round, high necklines.

Don't use severe angular lines.

**DO***Don't*



IF LONG LOWER FACE, SHORT FOREHEAD—

Don't plaster hair down flat on top because it emphasizes long lower face.

Do get better proportion—let hair add some height to forehead even though face is long. High necklines best.



IF YOUR FACE IS LONG—

Don't try artificial, raised-eyebrow effect. It will make your eyes look smaller and your face longer.

Do keep eyebrows natural looking.



IF LONG, NARROW FACE, GLASSES, FAIR SKIN—

Don't add length with high hairdo, high-arched bridge glasses, V necklines. Avoid too-thin-eyebrow line.

Do shorten face with glasses of straight, low-set bridge. Use dark lipstick. Brush hair off temples, with fullness at sides and below ears. Have forward-extending hat brim, broad necklines.

IF SLIM FACE, GLASSES—

Do shorten and widen with fluffy coiffure, deep lenses, high neckline, wide brim. Rouge center of cheek out to ear.

Don't look gaunt and peaked by adding length to your face. Avoid narrow lenses, rouge close to nose.

THE ROUND FACE

IF ROUND JAWLINE AND FOREHEAD—

Do create an illusion of length, with height in hairdo and hat. Keep both fairly flat at sides.

Don't repeat round lines of face in hat and jewelry.



IF ROUND FACE, LOW FOREHEAD, GLASSES—

Don't have rolled bangs, elaborate hairdo, fussy clothes, because of glasses.

Do have top curls or waves built high to elongate round face and build up the low forehead. Wear hair short or long in back, but keep front up and off the face. Choose glasses with high-arched bridge, casual simplicity in clothes.



**DO****DO**

IF YOUR FACE IS ADORABLY ROUND—

Don't wear round lines near the face if this roundness is on the full fat-face side.

Do emphasize this prettiness with round lines in your hat, hairdo, neckline, jewelry, etc.

*Don't*

IF SHORT, ROUND FACE—

Do choose eyeglass frames that are suited to the shape of your face—up-swinging harlequin frame. Have simple, feminine costumes, high-on-top hairdo.

**DO**

Don't wear perfectly round glasses because they make your face seem rounder. Avoid tight ringlets, fussy costume, glittering ornaments near your face.

IF ROUND FACE—

Don't repeat roundness in round, wide brims, width-giving coiffure. Avoid too-high or round necklines.

Do choose hats with upward lines of irregular outline; hairdo that is softly waved, dressed full and soft above ears; V, shallow-square, oval, or sweetheart necklines.

**DO***Don't**Don't***DO**

IF LARGE PUG NOSE, LARGE LIPS, ROUND FACE—

Do have softly waved hair dressed full and soft above the ears to create illusion of length. Blend out edge of lip rouge so line of demarcation is not sharp.

Don't emphasize that pug with upward line in hat or hairdo.

**DO***Don't*

IF ROUND FACE, LOW FOREHEAD—

Don't look moon-faced with bushy, long-haired coiffure. Avoid flat-on-top effect which emphasizes the low forehead.

Do lengthen face and forehead with pompadour. Rouge on outer portion of cheeks. Long bob, flat at sides, allowable.

*Don't***IF YOUR FACE IS A CIRCLE—**

Don't have tight regular curls. Avoid severe coiffure.

Do keep soft hairline. Fluff hair off the forehead for length. Notice long back line, too. Rouge faintly from temple to jaw on outer cheek to reduce width of lower face.

**DO***Don't***DO****IF HIGH FOREHEAD, TIRED OF BANGS—**

Do bring sculpture curls forward with center hair down lower.

Don't be too faithful to same old hair-do.

*Don't***IF ROUND, FULL FACE—**

Don't add width with hair and head ornamentation.

Do slenderize your face. Wear bows or flowers high above the brow. Keep snood in a long line fairly close to the nape of the neck.

**DO****THE SQUARE FACE****IF SQUARE FACE—**

Don't fail to soften the squareness of the jawline.

Do have brim, or coiffure and brim together, at least a little wider than heavy jawline to minimize width of bottom of face. Diagonals, curved diagonals, wide pompadour; in necklines, rounded V, soft cowl, sweetheart or round neckline slashed at center.

**DO***Don't***IF YOU WEAR GLASSES—**

Don't look forbidding in octagon rimless glasses.

Do wear glasses that follow the browline, add width at temples to balance wide jawline. Long bob if you like but high hairdo more distinguished.

*Don't***DO***Don't***DO****IF EARS STICK OUT—**

Do try braids over them—your own hair, or extra braids.

Don't let stick-out-ears spoil your good looks.

IF SQUARE JAW, HIGH CHEEKBONES, HOLLOW CHEEKS—

DO



Don't stick a narrow-brimmed sailor on that broad jawline.

Do break up that squareness with high, irregular lines. Small hat permissible if tilted. Let rouge create shadow on prominent part of lower face. Soft, full coiffure at sides minimizes sharp jaw.

DO

Don't

IF QUITE TALL—

Do have some crown height.

Don't wear the flat pancake hat.

DO



Don't



Don't

DO

IF SHORT SQUARE FACE, SMALL EYES, LONG WIDE NOSE—

Don't have hair and hat narrower than wide jawline.

Do have brim and coiffure together wider than heavy jawline. Have wide pompadour, diagonals in hat. Apply eyeshadow to upper lid line just back of lashes for small eyes. Shorten and slenderize your nose with lighter powder on top, darker at tip and sides.

IF SQUARE CHIN LINES, SQUARENESS AT TEMPLES AND HAIRLINE—

Don't emphasize your sharp jawline by wearing hats with stiff, set lines.

Do let soft, graceful, feminine hats counteract squareness.

Don't



DO

DO

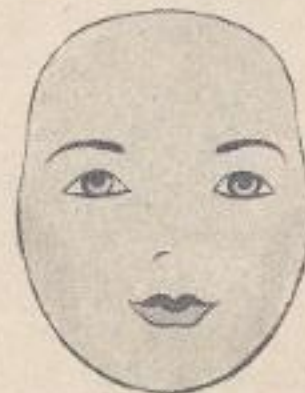


MAKEUP HINTS

IF YOU USE ROUGE—

Don't spread it over the entire cheek area.

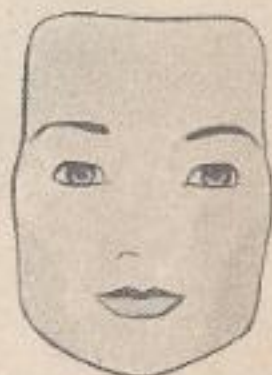
Do rouge outer portion of cheeks, blending to shade jaw for round face; center of cheeks for long face; down over jawline to narrow square face.



round



long



square

IF YOU VISIT THE BEAUTY PARLOR—

Do drape soft tulle over the newly-set hairdo or wear your hat until you are ready to comb it out.

Don't be seen in public with an unflattering cast-iron coiffure because you want to comb it out at home.



Don't



DO

THE BROAD FACE

IF SHORT CHIN, BROAD FACE—

Do get length of line with hairdo. Keep hair fairly flat across cheekbones and soft on top for slenderness.

Don't slick back your hair and expose ears, because it emphasizes breadth.

*Don't***DO**

IF SHORT OR LONG BROAD FACE—

Don't have hat and hairdo narrower than broadest part of your face.

Do balance broad cheek or chin-line with bulk at the temples. If hat is worn at an angle, fluff out hair where hat doesn't give width.

*Don't***DO****DO**

IF BROAD FACE, LOW FOREHEAD, SMALL EYES—

Don't have flat-on-top hairdo with fat puffs at sides.

Do pile front hair high, ear-tip length or straight page-boy style. Arch eyebrows, mascara lashes. Triangular pattern rouge to reduce face width. Height in hats. Simplicity of dress is most suited to you.

**DO***Don't***DO***Don't***DO**

IF YOU HAVE GRIM MOUTH LINES—

Don't accent them with floppy, droopy brim lines.

Do carry eye upward with upswept brim lines.

IF YOUR MOUTH IS CROOKED—

Do emphasize irregular lines throughout your costume, especially in your brim lines.

Don't wear straight, regular lines near the face.

*Don't***DO**

THE HEART-SHAPED FACE & DIAMOND SHAPE



IF TINY FIGURE, BROAD HEART-SHAPED FACE—

Don't make face look wider with narrow hat and coiffure.

Do have height and width in hat and coiffure but avoid too-large hat for your tiny figure. Follow rouge pattern to slim broad face.



IF HEART-SHAPED FACE—

Don't leave that sharp chin without softness in coiffure and neckline.

Do dress hair full below the ears for that pointed chin. Sweetheart, shallow-square, roundish and high necklines are flattering.

IF YOUR FACE IS DIAMOND-SHAPED—
(BROAD CHEEKBONES)

Don't emphasize broad cheeks with narrow hat posed straight on your head.

Do dress hair snugly at cheek line to reduce cheek width. Diagonal-line hat brings that narrow-top-and-bottom face into balance.



IF YOU WEAR A GAY HAT—

Don't let lipstick, rouge or nail polish clash with the color of your hat. Be especially careful with red and fuchsia tones.

Do see that cosmetics blend with hat colors.



THE TRIANGLE-SHAPED FACE

IF TRIANGLE-SHAPED FACE—

Do dress hair up off the temples to widen forehead and lengthen face. Show hairline. Rouge on outer cheek.

Don't foreshorten your face with hair over the forehead.



Don't

IF NARROW FOREHEAD,
BROAD JAW—

Don't have stiff, regular hat lines. Avoid narrowing that forehead still further.

Do broaden top face with hat and hairdo. If you wear your hair short, let a veil narrow that broad jaw when you wear dressy hats.



IF INVERTED TRIANGLE, BROAD FOREHEAD, NARROW CHIN—

Do broaden lower face with wide sweeping brim. Decrease breadth of forehead with casual wave in hairdo. Diagonal hat line across forehead excellent.

Don't repeat that sharply pointed chinline with points on your hat. Avoid broadening forehead with hairdo.

*Don't***DO**

IF YOU ARE SHORT—

Do keep sides of your hat narrow. Front and back brims do not cut height as do the wide side brims.

Don't look squatty in the all-around large brim.

*Don't***DO****DO**

IF FLAT NOSE—

Do curve upper lip, arch eyebrows, tilt hat, choose soft hairdo and neckline.

Don't wear straight lip makeup, straight eyebrows, stiff hat, stiff hairdo and necklines.

THE PROFILE

*Don't***DO**IF CONCAVE PROFILE—
(HEAVY LOWER FACE)

Don't wear the apron hat unless you have hair jutting out over forehead.

Do balance the profile and divert attention away from the over-prominent chinline with hat or hair protruding both at forehead and at back.

IF LARGE HEADSIZE—

Do wear shallow crown, slanting brim, dark colors.

Don't wear heavy trimming, pointed crowns.

**DO***Don't*

IF CONVEX PROFILE—

Don't let front or back brim follow or directly oppose line of nose.

Do have front brim which protrudes beyond nose, either straight out, slightly up, or diagonally down. Build out back hair in line with nose.

*Don't***DO**

FLAT OR BULGING CROWN

Don't

IF BULGING CROWN—

Do keep hair flat over bulge, build out below bump with soft curls tapered upward. Feathery, flat bangs will shorten line from forehead to back of crown and direct attention away from bulge.

IF FLAT CROWN ON BACK OF HEAD—

Don't flatten head completely with high-on-top curls, then a flat back space with fluffy curls on your neck.

Do build out that flat back space with fluffy curls there. Keep waves fairly flat on top of head and swirl softly close to nape of neck.

Don't**DO**

Don't add to that natural bump by placing bulky coiffure there.

DO

FEATURES

IF YOUR FEATURES NEED RESHAPING—

Don't put rouge into hollows because it makes them more prominent. Avoid white powder on a large nose.

Do shadow poor features and highlight your good ones. Darker foundation, powder and rouge create shadows; lighter powder makes highlights. Use lighter powder in the hollows, darker powder on large nose.



IF YOU WANT TO MAKE POOR FEATURES LESS NOTICEABLE—

Do wave hair softly to make a flattering frame for your face.

Don't slick back your hair.

Don't**DO**

IF SHORT, FAT ROUND FACE—

Do have simple high-in-front trim to direct attention away from double chin.

Don't have folds which repeat that double chin line

**DO***Don't*

**DO***Don't***IF EXOTIC TYPE WITH
LARGE, HEAVY FEATURES—**

Do choose large irregular brim and crown along extreme lines to suit your type.

Don't wear too-thick or too-dainty hats.

IF LARGE-FEATURED, GLASSES—

Don't make your features look coarse in small frames.

Do consider your features. Let frames of glasses follow the brow line. Low-on-nose bridge, uplift at temples. Shell or rimless your choice.

*Don't***DO***Don't***DO****IF HEAVY FEATURES—**

Don't let tiny ringlets or narrow waves show up the size of your features through contrast.

Do lighten and soften heavy features with sleek large effects in waves or rolls.

**IF TINY FACE AND FEATURES, HIGH
PROTRUDING FOREHEAD—**

Don't skin hair and hat off forehead. Avoid dangling hair and neckline, crowding that short lower face.

Do have flattish hat and hairdo for upper face, deeper neckline.

*Don't***DO***Don't***DO****IF YOU HAVE AGE LINES—**

Do place light color below face. Reflection softens face lines and makes light hat flattering.

Don't wear dark costume with light colored hat.

*Don't***DO****IF DAINTY TYPE, SMALL FACE**

Don't wear an enormous jewel in your turban. It's not suited to your delicate features.

Do wear tendrils of violets or small ornament in keeping with your small face.

IF SMALL FEATURES, GLASSES—

Do make your glasses an attractive accessory by wearing rimmed harlequins. If you want the inconspicuous type choose rimless harlequins with modified browline.

Don't swamp your features with too-wide nosepiece and pointed bottoms. Prim hairdo not your type.



IF TINY FEATURES—

Don't snuff 'em out with immense ornaments. Coarse fabrics, harsh colors inharmonious with dainty features.

Do have delicate material and color. Fluff hair softly outside your shawl.



IF DELICATE FEATURES—

Don't swamp your delicate face with the wrong hat.

Do wear dainty hats.

IF SHARP,
THIN FEATURES—

Don't cover your eyes.

Do have slightly curved brim, higher on one side.



IF FEATURES ARE HARD—

Don't accentuate them with severe, sharp hat lines.

Do soften them with the un-studied, more natural looking brim contour.



IF YOUR SUIT IS SIMPLE, DARK FABRIC—

Do spike with taffeta hat and bag.

Don't combine plaid suit with plaid accessories.



IF YOUR CHIN RECEDES—

Do take hair softly off forehead and give depth to chinline with waves placed back from face. Be sure to keep hair full behind the ears.

Don't mass hair over forehead and crowd that small chin with a bunch of hair.



Don't



DO



DO

IF YOUR CHIN RECEDES—

Don't emphasize with an abrupt off-the-face hat that repeats the receding chin-line at the top of your head.

Do have a hat with a determined forward thrust to the brim. The more definitely pointed the brim, the less noticeable is the chinline.



DO



Don't



IF BROWN HAIR AND EYES, PROTRUDING CHIN—

Don't cover up your forehead with hair and hat.

Do have soft off-the-face hat and hairdo. Bring hair over ears and out in back—long bob rolled under. Brown, green, rose-beige, henna, wine, orange, red are your colors.



IF BULBOUS NOSE, PROTRUDING LIP—

Do use a lighter powder and make a streak down the bridge of your nose and under the tip. Blend into darker powder on sides of your nose. Apply lipstick inside the natural line of protruding lip. Large, soft, natural hairdo to frame your face.

Don't forget a charming personality will play down imperfect features.



IF YOUR SKIN IS ROUGH AND PEBBLY—

Don't wear short-haired fur, such as caracul which emphasizes the roughness of your skin.

Do flatter complexion with soft, long-haired fur collar



IF NOSE SLANTS TO ONE SIDE—

Do have the swirled pompadour. Use soft irregular lines in hat and neckline.

Don't have center or side part. Avoid straight, stiff lines in clothes.



IF NOSE IS BROAD,

Do use darker powder at sides of nose. Have large, loose, soft-wave coiffure. Mascara both upper and lower outer lashes. Place eye shadow at outer corners of lids.

Don't



IF YOU HAVE A BIG NOSE—

Don't repeat that sharp nose line with the descending brim. Avoid flat-in-back hairdo.

Do have front trim that carries the eye upward. Build out hair in back on a line with your nose.

IF LONG THIN NOSE—

Don't emphasize it with sharply pointed tricorne.

Do have the manipulated tricorne which has no sharp points.



EYES CLOSE-SET—

Don't part your hair in the center, have tight little curls, bring eyebrows too close together over nose.

DO



IF BIG NOSE AND YOU WEAR GLASSES—

Don't wear a turban that shoots abruptly back off the face and leaves glasses and large nose sticking out.

Do wear a turban with fabric, trimming or veiling that projects as far as the nose. This pulls nose into line and counteracts the flatness of lenses.



**DO***Don't***IF LARGE NOSE—**

Don't let coiffure, brim or hat crown slope sharply back from forehead. Avoid tiny, frizzy curls.

Do have large, soft waves, side part. Have hat brim and hair protrude in profile beyond the nose.

IF LONG NOSE, LONG JAWLINE—

Do shorten nose and jawline by brushing the hair well forward over forehead and ears. Pompadour hat will look well.

Don't brush hair away from face. Avoid a set look.

*Don't***DO****IF YOUR NOSE IS TOO LONG—**

Do shorten distance between tip of nose and hairline with eyebrows penciled more closely together. Have inner point of eyebrow come in a trifle beyond inner point of eye.

Don't tweeze wide space over nose. Avoid center-part hairdo, deep V neckline.

*Don't***DO****DO***Don't***IF LARGE MOUTH—**

Do wear soft, rounded hats at an angle.

Don't wear the straight-across brim, square neckline.

IF BUMP ON NOSE—

Do keep rouge far away from your nose. Let your hair make a soft becoming frame for your face. The pompadour coming forward is excellent.

Don't keep hair too close to head.

**DO***Don't***IF SAUCY TURNED-UP NOSE, SMALL MOUTH, LARGE WIDE-SET EYES—**

Do add charm and piquancy with high curls caught up with a ribbon.

Don't be afraid of severity while you are young. This same effect harsh and unbecoming to mature woman.

**DO***Don't*

**DO**

**IF EYEBROW LINE IS THIN,
SMALL FEATURES—**

Don't pencil brow line so thick that it dominates your face.

Do pencil at the outer edges but not at bridge of nose.

*Don't***DO***Don't***DO***Don't*

IF EYEBROW IS SLIGHTLY CROOKED—

Do emphasize if it gives a roguish expression. Accentuating a facial defect sometimes emphasizes personality.

Don't call attention to eyebrow if the effect is inharmonious with your personality.

IF TOO-HIGH, WIDE FOREHEAD—

Don't uncover it completely.

Do soften and narrow forehead with hairdo. Have powder one shade darker than the powder for face and throat.

IF YOU HAVE HEAVY BROWS—

Do get a graceful line. Tweeze gradually from widest point at the nose to thinnest point at the outer edges.

Don't leave heavy mass near the nose and thin out too much at ends.

Don't**DO***Don't***DO**

IF 6-YEAR-OLD WEARS GLASSES—

Do offset the prim look of glasses with soft, casual hairfix.

Don't let untidy or stiffly braided hair make the child look prim.

*Don't***DO**

**IF BROAD, BULGING OR
RECEDING FOREHEAD—**

Do conceal with hair brought softly forward. Cover forehead partly or entirely.

Don't expose it with off-the-face hairdo.

*Don't***DO**

**IF YOU DON'T WANT A
VACANT EXPRESSION—**

Don't pencil upward slant at outer-edge brow line.

Do keep a natural arch.

*Don't*

**IF HIGH SLOPING
FOREHEAD, GLASSES,
LARGE NOSE—**

Don't sweep hair and hat abruptly off your forehead.

Do let hair fall in soft waves or roll over forehead. A downward sweep of brim flatters your profile.

**DO****DO****DO****DO**

**IF YOU HAVE HIGH CHEEKBONES,
NARROW FOREHEAD, DOUBLE CHIN—
IF CHILD HAS ROUND FACE—**

Don't fail to have some height on top for high cheekbones; width at temple for narrow forehead.

Do relieve narrow forehead with lighter powder than for rest of face. Build hair up and out above ears and on top of head. Rouge under chin and over fleshy second chin. For the child, if hair is straight and it tangles, try slimming pigtails or beauty shop aid.

*Don't***DO**

IF MOTHER OF TEN-YEAR-OLD—

Do let your daughter wear pigtails if they are becoming to her.

Don't force pigtails on the ten-year-old if she doesn't want them.

**DO****DO***Don't*

IF ANGULAR FACE, PROMINENT FOREHEAD—

Do let rouge follow the line of those prominent cheekbones. Have soft wave partly cover wide brow or, if it is more becoming to you, brush hair off forehead in soft waves.

Don't put rouge into the hollows of your face, Avoid tight, set hairdo.

*Don't***DO**

IF YOUR EYES ARE RATHER SMALL—

Don't let your eyebrows grow wild and bushy. Don't use too much lipstick. Don't place rouge low on cheeks. All these things overshadow small eyes. Dark eyeshadow makes the eyes appear sunken. Avoid heavy bangs.

Do tweeze the eyebrows underneath and arch them just as high as possible, still keeping them natural looking. From the outer corner of the eye, pencil a straight, fine line. At the inner corner by the nose, place a dot of rouge. Use rouge as close as possible under the eyes. Experiment with artificial eyelashes and makeup.

**DO***Don't***IF EYES ARE CLOSE-SET—**

Do tweeze brows across nose to widen distance between eyes. Arch brows high by pulling hairs from underneath. Lengthen but don't have brow curving down at corners because it's aging. Place eyeshadow close to lashes from center of eye outward. Mascara lashes from center of eye outward.

Don't permit eyebrows to meet on the bridge of the nose. Avoid eyeshadow or mascara at inner corner of eyes.

DO*Don't***IF YOUR EYES ARE TOO DEEP-SET—**

Do cream the lids to bring them forward. Keep brows low as possible. Pluck only from the top. Use an eyelash cream instead of mascara. Use lipstick discreetly.

Don't recess them further with eyeshadow, too-vivid face makeup.

*Don't***DO****IF YOUR EYES PROTRUDE—**

Do recess them with eyeshadow and eyebrow pencil. Use a light brown eyeshadow spreading it lightly all over the lid and blending it up to the brows. Groom the lashes with cream instead of mascara.

Don't cream the lids, arch the brows higher than the natural line, slick your hair off your forehead.

*Don't***DO****IF YOUR NECK IS SHORT—**

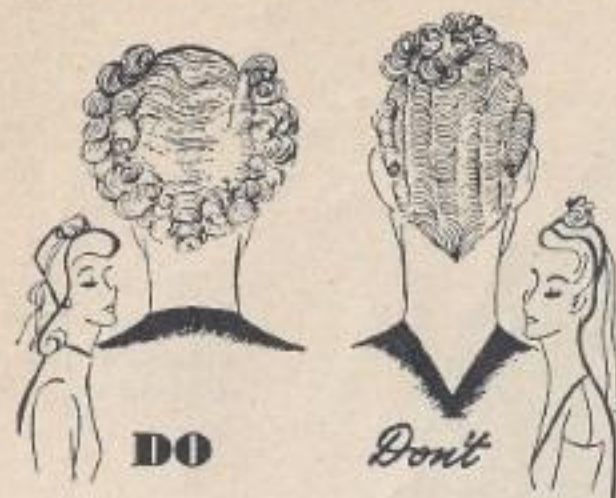
Don't place hair ornaments or flowers on nape of neck.

Do create the illusion of length by taking hair and ornaments off the neck.

**IF LONG NARROW HEAD,
LONG THIN NECK—**

Don't emphasize thinness with tight, narrow waves, curls piled high, low V-shaped neckline, hat sitting high on head.

Do get width in your hairdo. Wear high, close-fitting necklines, hats that cover the head as well as part of forehead, ears and back of head, thus breaking the long-head-and-neck look.

**DO***Don't***IF SHORT, THICK NECK—**

Don't wear yokes, full gathered bodices. Avoid circular hair arrangements.

Do get additional length with open neckline, simple bodice lines, pointed hairdo.

*Don't***DO****IF SHORT, FAT NECK—**

Don't wear round necklace that fits right up to base of throat.

Do choose graduated necklace that forms a slender oval.

*Don't**Don't***DO****IF YOUR NECK IS SCRAWNY—**

Don't have an extremely short bob or exaggerated, swept-upward hair arrangement that will make your neck look like a pipe stem.

Do wear your hair in a fairly long bob, or at least have curls or softness below the ears to break the long neckline. High necks or wide shoulder straps for evening.

DO

IF LINED OR SCARRED THROAT—

Do originate various ways of draping veil or scarf to cover up your neck. This is also flattering for lined throat.

Don't try to hide the scar by stifling your personality in prim collars.



Don't



DO



IF EXTREMELY LONG SCRAGGY NECK—

Don't wear tiny hat, collarless dress

Do bring hat down to partially conceal neck in summer. Furs, high collars, long bob are good in winter



Don't

DO

IF NECKBONES ARE PROMINENT—

Don't have too-clumpy or too-insignificant jewelry floating around in a loose neckline

Do fill out the hollows with medium-sized necklace or neckline close to the base of the throat. Use clips to give width.



Don't



DO

ACCESSORIES AND COLOR

IF YOUR HAIR IS GRAY—

Don't choose harsh furs or cling to brilliant colors you wore before your hair turned.

Do flatter with gray furs—gray-dyed ermine, squirrel, Persian broadtail and natural Persian lamb. In hat trims choose gray-blue, pastel pinks and blues.



DO

IF YOUR SKIN TEXTURE IS COARSE—

Don't put hard, bright color near face. Too-delicate or too-coarse fabrics, metallic trimming, brilliant flowers, cute bows, all emphasize rough skin.

Do soften skin in medium-rough straw or fabric, muted shades.



Don't



DO



DO

IF SALLOW COMPLEXION—

Don't call attention to a poor skin. Accent eyes and hair. Avoid intense colors.

Do soft-pedal with dusty-rose, grays with a pink cast, grayed blues, pale yellow-greens. Notice what colored veils do for you.



DO

IF YOU HAVE FRECKLES—

Don't emphasize them with polka dots, perforated bag, flower centers.

Do make them less noticeable in plain fabrics. If you like figured material, choose stripes.

**DO****IF YOU LIKE HAIR ORNAMENTS—**

Do wear gardenias, bows, combs until thirty; combs and ostrich at forty; a wisp of tulle at fifty.

**DO****DO****DO**

**IF FEMININE BLONDE,
HAZEL EYES,
CAMEO COMPLEXION—**

Don't worry about colors. Your soft pink-and-white skin can wear any color.

Do stick to lovely feminine clothes. Not fussy though.

**IF YOU DRESS TONIGHT—**

Don't present yourself as too worldly-wise at twenty, coquettish at fifty.

Do be natural in dress and manner through your teens and your twenties; scintillating at thirty; chic and perfectly groomed at forty; exquisitely serene at fifty and after.

**DO****DO****DO****DO***Don't***DO**

**IF YOU LIKE FIGURED
HAT-AND-BAG SETS—**

Don't wear them with print dresses.

Do wear them only with dark dresses where they make a smart contrast.



IF HAT SHOPPING—

Don't forget to suit both face and figure.

Do stand up before a full-length mirror to study the effect of your hat on your face and figure.

IF YOU CHOOSE A BRIMMED HAT—

Don't set it on naked ears.

Do soften with a wisp of hair or place a small bow back of ear.



IF YOU LIKE BERETS—

Do wear the profile beret if you have a large nose or if you are an older woman. Wear beret flat and forward if tall. If you are short and young wear beret back of head.

Don't forget berets are always good.

IF YOU WANT CONTRASTING FUR ACCESSORIES—

Do select two—hat and muff or hat and collar. For the black short-haired fur coat, black long-haired accessories are o.k.

Don't select fur accessories that could not be used as trimming for the coat.



IF YOU WANT TO ACCENT BLUE OR GRAY EYES—

Do put matching or lighter blue next to face. If eyes are dull, try a deeper blue hat, blue eyeshadow, dark blue mascara and very light eyebrow pencil.

Don't dim indefinite eyes with brightly colored hat. Avoid too much eye makeup.



IF VERY NARROW SILHOUETTE—

Don't topple over with gigantic brim hat.

Do get better balance in small or medium-brimmed hat.



IF BROWN EYES, CHESTNUT HAIR—

Do wear daring color combinations—warm brown, red, yellow, vivid blue, green, beige and golden browns.

Don't choose weak, somber, aging colors.



IF YOU WEAR LARGE HATS—

Don't have too-short, too-skimpy skirt.

Do have some fullness in your skirt and wear it a bit longer with the wide-brimmed hat. Gives you a smarter silhouette.

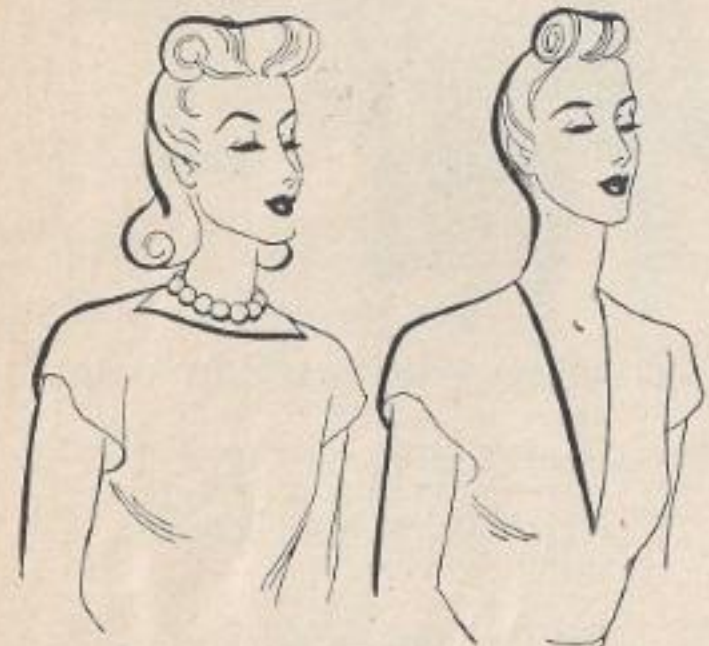


Don't

DO

DO

Don't



IF YOUR HEAD IS DISPROPORTIONATELY SMALL—

Do get width in your coiffure and neckline.

Don't have narrow up-combed hairdo, slim V-neckline.



Don't

DO

IF YOUR SHOULDERS SLOPE—

Do have some upward movement in your hats. Wear wide soft hairdo.

Don't wear the mushroom-brim hat. Your sloping shoulders will give you a sagging look.