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... OF ...

Interest to Women**CHIN UP FOR A LOVELY NECK**

Exercise and Proper Carriage Preserves Throat Contours, Says Physical Education Teacher

(By Victorine Howard)

Right in the neck is where fashion gets you this season. Last year you could at least avoid drawing attention to a scrawny neck, or a superfluity of double chins, with the plain high necklines that were pretty universal on even afternoon and evening frocks. But not this season. Oh no! This season gets you in the neck one way or another.

Low v-cut necklines that bare the sweep of line from chin down are fashion's dress leaders. The popular gold or vari-colored costume jewelry, that takes the form of massive necklaces on an otherwise plain gown, draws every eye directly to the throat, it encircles. Even the current up-swept coiffures, which may be up-swept at the sides, centre attention on the neck from shoulder to ear.

Unbroken neck contours are more important than ever; and the throat is one of the first places to show signs of age as the calendar rolls around. One reason why necks wrinkle first, according to a leading authority, is lack of exercise. The same woman whose leg muscles are firm with a smooth skin covering, frequently has a wrinkled neck with flabby skin. Why? Because even without being a frantic hiker, legs are bound to get a fair amount of exercise all through any girl's life—just making beds, sweeping, emptying ash dishes, picking up the children's toys, shopping, sports.

If the tonicity of neck muscles was kept as high as that of leg muscles, necks would naturally remain firmer for a longer time, according to this instructor, a woman who has been specializing in corrective exercises in her own studio ever since leaving Barnard College, where she was head of corrective exercises. But a little

sideways turning is about all the exercise the average neck ever gets; and as women grow older, weak neck muscles, combined with poor posture bring a tendency to carry the head bowed and bent forward, with the result that the back neck muscles lengthen, while the long, sheathlike muscles in front on either side of the windpipe shorten woefully. Tissue becomes flabby and the skin sags over the weak and shortened muscles. In the case of the woman who is inclined to be heavy anyway, double chins begin to increase.

One of the best exercises to lengthen and strengthen those front muscles of the neck is the following one suggested by this physical education instructor:

Sit comfortably. Drop the head back as far as it will go. Keep the chin up and bring the neck forward, extending the jaw outward. At its point of farthest extension, bring the chin slowly downward toward the chest, push the head and neck backward and return slowly to starting position.

The chin should have made a complete circle up, outward, downward and back. Use resistance throughout the movement. Do it four times and relax. Repeat eight to twelve times altogether.

It's an exercise that will work two ways—in improving the contour of a too-thin neck by firming and slightly enlarging the muscles, and in reducing a double chin. But alone, it isn't a cure-all, if you're going to practice it once a day and slump forward for the rest of the time. Remind yourself as well, every minute of the day, to hold your head properly, sitting and standing, high, and well back so that it rests squarely on the column of the neck.

BETTY BLAIR SUGGESTS MORE DAILY EXERCISE

(By Betty Blair)

January's the time when days of hard work and play begin to take their toll. Although you're tired, your muscles are tense and your jaw is clenched.

Nothing seems quite so inviting as a week in bed, waited on hand and foot. But the job must go on.

Your only hope is to put yourself through a series of relaxation exercises. It's a bright hope, for a few minutes well spent in making yourself go limp will unshrink your tangled nerves and lift away that feeling of head-to-toe fatigue.

Relaxation of the mind goes along with it. Shut out your worries, real and imaginary. Try to feel as mindless as a sleepy kitten.

Begin the first exercise by lying on your side, one arm outstretched along the floor. Then, moving slowly, roll over on your back, then to the other side.

Roll languidly from side to side in smooth movement. Then slowly reverse the movement and roll back.

Repeat five times, not in a hurry.

Try one more to complete the relaxing process.

Kneel on the floor, preferably on a soft rug or pad, with body upright and your arms held over your head and your head dropped easily back.

Sit on your heels.

Then let your body drop forward until your forehead rests on the floor. Your hands and elbows will also be lying on the floor. The movement in this exercise comes from the middle of your body, loosening the spine that you've been holding as stiff as a poker.

At first your knees may creak and the hinges at your knees be stiff. But keep at it, and soon you'll be able to relax every tight nerve and muscle.

Sway slowly from this relaxed crouch to the upright position several times.

When you awake tense because you have been cold for hours and too lazy to get up and shut the window these same exercises will make you feel less cross with the world.

FATHER WON'T LISTEN TO REASON

(By Arthur Dean, S.E.D.)

A husband and father who won't even listen to a suggestion on modern ways of meeting problems of youth is a hard, if not impossible subject for conversation in any polite language.

"Dear Dr. Dean: My husband is a fathead. He knows absolutely nothing about bringing up girls and he will not learn. If he had brains he would at least leave the job to me, but he thinks he knows everything.—One Who Gives Up."

Yes, I know the story. If you supplied me with the age of your daughter I would tell you just how he performs. I'll assume that your daughter is 16 and here's the story.

1. He will not let boys come to the house, and you, as her mother, are deceiving him by letting the boys come around when father is not at home.

2. He threatens to punish her—even to spank, if she is ever caught with a boy on the street. He says she is not old enough to go with boys until she is 20 (and out of his house).

3. Your daughter lives in constant fear of the male bugaboo and so do you, mother. Both of you have lost your respect for him and a lot of self-

respect besides. If she gets the chance the daughter will marry the first fellow who asks her and you would leave your husband in a minute if you could earn your own living or marry some one else.

4. The chief topic of conversation between you and your daughter is on your self-termed fathead husband. A process of backbiting which unconsciously damages your own personality and irrevocably injures a daughter's love for her father.

Just what should be done with such a husband and father is hard to say. I have never seen such a type of man change his habits of thinking, or rather of not thinking. The cause of a 'fathead complex' is hidden deep.

Sometimes it is plain cussedness plus ignorance. I once knew a Jim Rollins who wouldn't let his wife have window and door screens, saying 'If you have screens the flies cannot get out if they once get in.'

Sometimes it is a desire to obtain certain satisfaction in being cruel to others. Sometimes it is fear that his child will repeat some bitter experience of his sister or brother or himself. The incident made a deep impression on him, so deep that he cannot see his daughter even speaking to a boy.

DANGER OF DOUBLE CHIN CAN BE EASILY AVOIDED

(By Betty Blair)

Do you know that a double chin can be creeping up on you without your realizing it?

When you look in the mirror, you unconsciously tilt your head as you should. Or you're so interested in the size of your pores or in matching your cheeks that you miss the first sagging of the muscles that means two chins are on their way.

Then some sad day you discover a double chin, and hasten to do something about it. Here's where we come to the rescue with news of a magic throat treatment that helps remold your chin and jawline in youthful contours.

This is no case of lifting the throat muscles for a little while only to let them sag when you remove the chin strap. For a stimulating cream used first brings the blood stream to aid by feeding the starving tissues and muscles that have lost their strength.

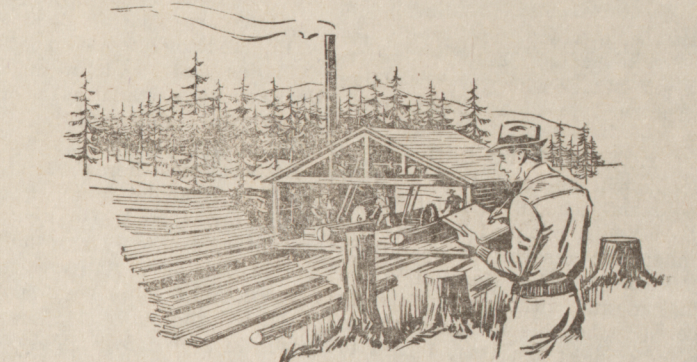
Generously smooth on this throat mask cream, pink and pungent, made from richest seaweed oil. As it dries, you can feel it tingle and tighten bracingly. Leave it on for 15 minutes. This is a good time to rest with your chin tilted proudly. Then remove the mask with warm water.

Dryness and creepiness go along with relaxed throat lines, so it's best to put a lubricating cream to work along with the chin strap. A super-rich cream that will help to restore the smoothness and suppleness of the fine skin of your throat should be applied daily. Apply it with gentle, long strokes, upward from the base of the throat until it has been absorbed.

Now you're ready for this new, scientific chin strap. It fits any chin by making any chin fit it. From the ears to a point low on the throat, it molds the chin and jaw, restoring firmness to lazy muscles. But you must wear it every day, 15 minutes at least, or at night if no one objects.



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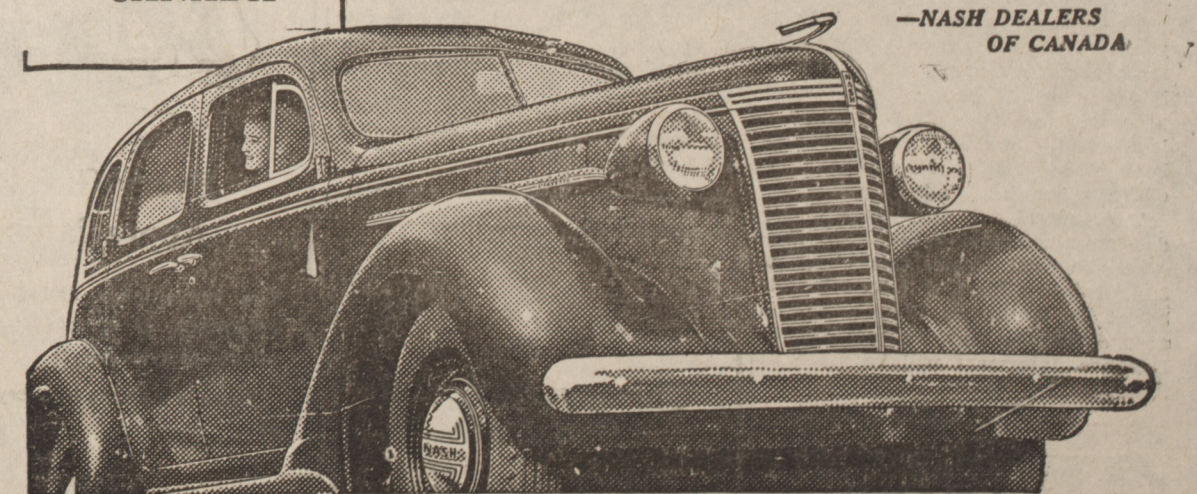
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