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**BABY'S OWN SOAP**



## ...OF... Interest To Women

### MOTION WASTED IN RACE TO BEAT OTHER FELLOW

(By Ruth Cameron)

Two trains that had been sitting side by side on the tracks of the big city station pulled out at exactly the same time.

I was in one of them. I had been glancing idly at the people in that queer distant intimacy, only a few feet away yet separated by two panes of glass and about to be whirled swiftly to two different destinations (why doesn't some one write a love story of two young people who encounter each other that way every night and finally actually meet in Timbuctoo or at the Taj Mahal?) and when the train started I was fascinated by the evenness of pace which kept the woman who was knitting exactly abreast of me, and the bald man with the big bundle on his lap still one seat in front and the two youngsters having such a good time being in love on the seat behind.

We kept on that way for perhaps a minute. And then the pace began to change. I was pulling a little ahead. I was abreast of the bald man. I was ahead of him—yes, we were really leaving them behind.

And to my utter astonishment I found myself feeling a vague sense of triumph. "We beat!"

Could anything be more absurd than that?

Nor anything more indicative of the tremendous hold the "I beat" spirit has on us all.

It didn't make the slightest difference to me which train went ahead and yet something in me found satisfaction in our doing so.

And So What

What difference does it really make which car gets away from the barrier when the red light changes to green? Yet haven't you seen people sitting tense at their wheels waiting? Some of them, to be sure, may be in such a hurry, or think they are, that the seconds gained really matter. But with most it is just a question of prestige, they don't want to be beaten, they want to beat. And far too often the defeated one makes up his defeat by speed on the open stretch. "Did you see the way he edged me out at the light? I'll get him yet."

"I beat"—the baby lisps it; it runs through all the games of childhood; it thrills in the blood of the girl who gets the most cut-ins at the dance; it swaggers in the walk of the athlete who leaves the field a winner; it means as much as his possessions to the man who makes a financial coup; it is the motive force of much of the effort of human life.

I suppose it is probably a part of the instinct of self-preservation. The earliest savage (if he were to survive at all) had to be able to beat in some way the animals who were ready to attack him, by speed, by force, by wits. And so deep ingrained in us is the will to beat. Philosophy of civilized man may modify the desire, may suggest substitute satisfactions, but the primitive instinct is there and wells up, surprising us now by its force, and again, as it did me, by its absurdity.

## JANE SCOTT'S TIP IS, BE SUBTLE

(By Jane Scott)

If you've set your heart on getting your man, don't let him know it. Be subtle about it.

Maybe you've read that advice before, but you probably didn't get beyond that baffling "subtle"—it sounds so vague and complicated.

Not So Difficult

But it's not so difficult as it sounds; not when you get down to brass tacks. Here are some of the whys and wherefores to try on tonight's date.

First of all, don't chase your victim my little lovelorn friends. It's obvious as a, b, c, to the man (perhaps because it's just what he expects you to do), and if you do it the chances are that he won't darken your doorstep again.

There are other ways to show that you are attracted to him (oh, definitely!) for show if you must. A man is more likely to get that warm and tender feeling for the girl who likes him; it's human nature and the same story with you and me.

So let him know that you are already beginning to sense the fact that he is a very unusual person (they all are, you know!) by the light of special interest that sparkles in your eye and a warmth in the tone of your voice.

Tell Friends He's Nice

Tell a mutual friend that you think he's nice, and be careful to choose

a friend who can't keep a secret, so he or she will pass the information on to him. That gets your idea across without so much as a telephone call or an obvious invitation chalked up against you.

Make his friends like you; a good word from them and you will be aces in his estimation. Be nice to his parents, too, since a little opposition there might not do any harm, concentrate on his friends.

Prove that you can mingle with them and become one of them. This means relinquishing the spotlight to them without a murmur, never for a moment giving them a chance to think that you'd want to come between them. Show them that you can fit into the picture, their scheme of things, without remaking it to your liking. Then instead of resenting you they'll make you one of them without realizing that they're doing it.

Never fail to give him the impression that it was the pleasure of his company that made the evening so much fun—another way of convincing the man that you like him, not just the dinners and theatre tickets he buys.

Let him arrange a second meeting, and always let him be the first to mention the next date. If he doesn't, and you have to take matters into your own determined little hands, manage to meet him as if by accident, not by design.

## CURLS NEED POLISHING AS EASTER DAY NEARS

(By Betty Blair)

Polish up your curls for the Easter parade!

You can't dash off at the zero hour with drab winter hair and expect to emerge from your favorite beauty salon a few hours later with a spring permanent to race that Easter bonnet. It requires care to make your hair bright and lustrous after a winter's hibernation under a hat.

Start with a few hot oil treatments. You'll need them to combat the heat of the permanent. Then brush your hair to health and beauty. It's an out-moded theory that oily hair should never be brushed; the too-relaxed oil glands need stimulating to restore them to normal activity, and your hair needs the fresh air treatment that goes with correct brushing.

Hold the brush firmly in your hand. Place it on its side at the nape of your neck, describe a half-circle with your wrist, rolling the brush up the scalp as you go. Feel the bristles penetrate to the very roots of your hair as the brush sweeps up toward the crown. The hair is lifted from the regular position; air circulates free-

ly through those well trained locks. Brush from hairline to crown, circling the face from ear to ear. Then brush small sections one at a time until your entire head has been covered. This will help to relieve the tension at your temples, and make you want to sleep or purr with contentment!

Bend at the waist and brush your hair vigorously down toward the floor. The blood will rush to your head, nourishing the scalp and normalizing the flow of oil, and the extra bend won't hurt your waistline a bit!

Brushing is only as good as the brush, you know. Now that you've made a good resolution to give your hair its nightly exercise, check up on your brush to see that it's just right by your crowning glory. First select a brush that is light in weight. It's easier on the arms. Press the bristles down and see if they rebound, resilience is a prime requisite in brushes. Be sure that the bristles are firm, so that they will reach through the hair to the scalp. Soft bristles pass only over the surface, and your energy is wasted.

## PERFECT 34 IS 1938 FIGURE IDEAL

And Waists Must Measure Ten Inches Less, Says Fashion Modeling School Authority; Hip Reducing Exercise for Commonest Figure Fault

(By Victorine Howard)

It's the 'perfect 34,' instead of the 'perfect 36' this spring. And slim waists are back again, along with the Gibson girl period fashions. But not the corseted waspwaist of the nineties. Today's perfect figure must measure the same 34 inches around both bust and hips, and have a waist that measures 24 inches without benefit of girdle.

Those specifications of waist measuring ten inches less than bust and hips hold good whether you're a size 34 or a size 38. The measurements are those laid down by the director of a new and successful school for models, in which girls are groomed in six weeks' courses that includes figure molding, walking, posture and make-up lessons for professional modeling in all its spotlighted style-runway and camera phases.

By no means all of the enrolled pupils have professional aspirations. The model training courses have become so popular that a great many girls whose modeling is purely on an amateur basis for charity fashion shows have entered, as have women who are simply taking the course to improve figure and carriage generally.

In the March graduating class of fourteen girls, for instance, which steps out this afternoon along the eggplant carpeted runway at the school's headquarters before an audience of fashion and beauty editors, leaders in the wholesale and retail fashion world, will be nine girls who entered the class purely for self-improvement. One is a concert singer who, while she doesn't want to model, knows the importance of a beautiful figure and fine carriage on the concert stage. The attractive songbird admits she was a far too plump size 20 when she started the course. Now after the six weeks of daily exercises and moderate dieting, all of which is done in class work from 9 a.m. to 12 noon, under the supervision of the director of one of New York's leading beauty salons, she's down to a size 18.

Height is the most important thing if you want to be a model. Fashion models must be at least 5 feet 7 inches in their stocking feet, and taller is even better, according to the school director, a man who has worked in the fashion business for years. Five feet, 9 inches is ideal. Then if you're modelling sports' clothes in low-heeled shoes you'll still be tall enough; and the high heels for evening fashions will make you a fine regal height to carry off trains and bouffant skirts.

In choosing prospective models the director also selects with an eye to

such beauty points of facial structure as high cheek bones, eyes fairly far apart and short, smallish noses.

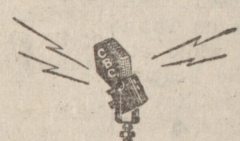
The all-important posture has to be corrected ninety-nine times out of a hundred, the director says. The most frequent figure fault found is the small chest, with disproportionately large hips. The hip-reducing exercise which practically the entire class has to keep working on is the double hip-spank; and even though you never expect to be a fashion model it's a fine exercise to reduce hips, outer

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**VICKS COUGH DROP**

thighs and stretch the waist. Here's how it's done:

"Lie flat on back, arms outstretched, shoulder level, palms turned up. Bend knees, bringing heels on floor near buttocks. Keeping knees together, relaxing waistline, drop legs to floor to the right. Return to position, dropping both legs to floor to the left. Alternating sides, repeat the exercise fifty times, spanning thighs on the floor as hard as possible."

## Radio Caution . on COLDS, GRIPPE



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Stay indoors if possible; avoid chilling. Drink plenty of water, and citrus fruit juices—oranges and lemons. This frequently hastens recovery.

And—remember—if you feel that you're getting grippe, Call Your Doctor.

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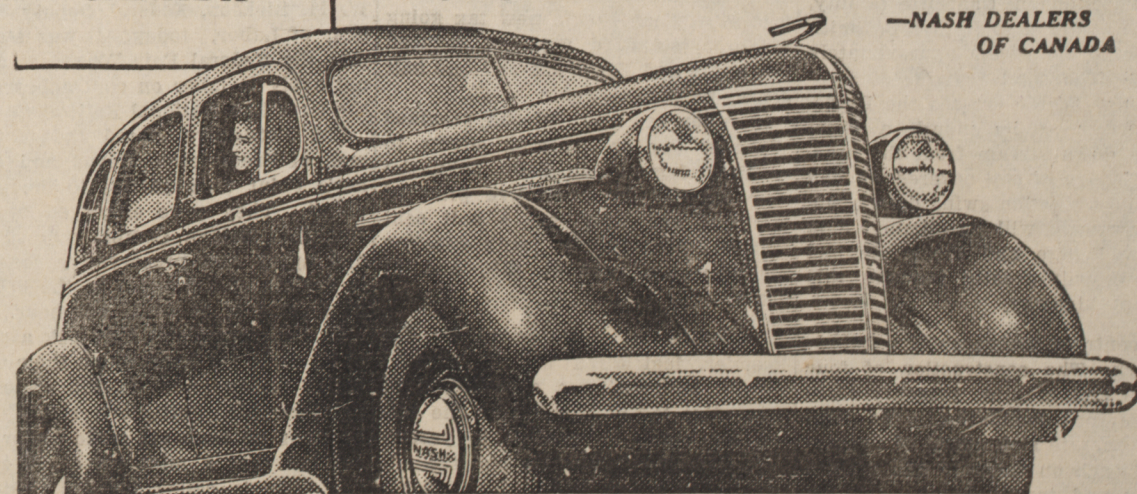
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