

STYLE PARADE FOR 1933 STARTS IN BEAUTY SHOP

Powder Shade as Important as Costumes.

BY ELEANOR NANGLE.

What a woman wears on her face is, in the new conception of style, as important as the frocks and wraps that clothe her. Her powder shade is every bit as vital to ultimate chic as any color nuance in her costume; her hair dress as important as her hat. Her shade of eye shadow is as essential to the harmony of her ensemble as the color she chooses for the accents that highlight her wardrobe.

The beauty salon cooperates with the smart shop in turning out the elegant woman. Her coiffure is as carefully chosen, as painstakingly executed as her hats or her gowns. The skilled hairdresser does with one's hair what the great Agnes, for example, might do with the straw or fabric with which she creates one's hat. A deft dip here, cluster there—the ultimate effect utterly striking and utterly suited to one's own type and one's own contours.

Exact Tint for Each Type.

Chanel never tried harder to achieve a new and subtle blending of color in cloth than the modern makeup expert strives to achieve the subtle and soul satisfying shades now offered to the discriminating seeker of the perfect face powder. Perfect, that is, for one's own delicate skin tones. White powder is dead; long live the artistic blendings!

The blonde, the brunette, the in-between—for each of Eve's daughters modern cosmetologists can find exactly the right tint. Wearing one shade she braves the harsh daylight; wear still another she is lustrous and lovely beneath electric lights. And in every case her powder is chosen with discriminating deference to her own skin tints and the colors she chooses to wear.

Mouse colored hair is unforgivable in the modern beauty scheme. Expert care and a judicious selection of rinses are every woman's if she would save them. The brunette can get a devastating copper rinse; the blonde a golden finishing touch that makes each hair sparkle. The gray haired woman can choose, if she wishes to be different, an immensely flattering rinse of a soft, silvery hue—not nearly as wild as it sounds—that frames her face beautifully.

Red or Black for Nails.

Even finger tips come in for attention, with colored polishes to suit the type, the mood or the gown. The exotic woman or the woman who wishes she were, might choose an enamel blood red or even black. The demure type sticks to a rosy pink or a pale coral. The woman who goes in for tricky effects—and has the style sense to get away with them—can go even farther. The very latest indication of the way the wind is blowing about our fingers is a set of gold or silver guards, tapering and talonlike, clamped over one's own nails. A bit stiff for the average matron, perhaps, but feminine fashion always was and always will be whimsical.

Eye shadow has stepped out of the theatrical dressing room to the well dressed woman's boudoir. It comes in as many, if more subdued, colors as Joseph's coat. The dark haired, blue eyed type can experiment with blue pastels; the striking brunette with purple, brown or black; the red haired with greens; the blonde with the delicate blues.

Experts Aid Selection.

No matter what the eye, skin and hair needs, for each type there is an eye shadow, selected with the aid of an expert, after due deliberation, and applied with the delicate hand of an artist. Brows and lashes, too, need not be left as nature intended. Woman's good friend, the beauty expert, can offer the right dye or the right shade of pencil with which to improve them.

The coiffure possibilities are as varied and as interesting as the season's millinery offerings. A hair cut is no longer just a hair cut. It is a bit of sculpture, executed by an artist with scissors, who is as conscious of the importance of line as any sculptor in marble. He adds or subtracts a curl, hides or exposes an ear, fluffs hair up or smooths it down; he finds for every woman the coiffure that is hers and hers alone.

The 1933 style parade starts, and rightly so, at the beauty shop.

Doggy New Umbrellas

Are Really That Way

Have you seen the doggy umbrellas? They are of silk with chromium ribs and a sleek, shiny handle topped by the figure of a little bull pup or scottie, also of chromium.

SUMMER EVENING WRAP



Miss Adrienne Ames wears a clever furless wrap. The material is dusty rose crepe, while the large shoulder bow and puff sleeves are ruby violet.

[Paramount Photo.]

RAIN IN SPRING HELPS TO BRING FASHIONS OUT

Gay Coats, Umbrellas, Too, on Display.

BY LORETTA LEITNER.

The month of March has equinoctial showers but April has "just plain showers" and one either likes or dislikes these spring rains according to their wardrobe equipment.

Nowadays women can hardly help liking wet weather, accoutred as they are in the good looking rain coat with hats to match. As every fashion stylist has written, raincoats are no longer an uninteresting covering for a rainy day. They are ensembles of inspiration.

Rubber Umbrella in Style.

A striking example of this statement is seen in a Chicago shop; a brown and white checked coat, a trike little brimmed rain hat to match and the innovation is the rubber umbrella of the same material lined with tan opaque rubber, the handle of which opens to disclose a pair of toe rubbers snugly wrapped around the shaft.

This set is also shown in black and white checks, but the most amazing feature is its reasonable price. The more conservative women may have a simple yet extremely smart rubberized silk coat in a plain color with a graceful detachable, wrist length cape. In white, this rain ensemble is most attractive.

For the young miss from eight to fourteen a wide variety of rain clothes gives her a choice of the military cape in small checks of brown and white, or navy and white. Or she may have one like mother's in miniature. Wet weather is fine for ducks. This is exemplified in the raincoat for the wee miss from two to six. It is of sea blue with tiny white ducks swimming gaily about in the blue.

Variety of Handles.

Millady's tendency toward masculinity is shown this season in her umbrella as in her other accessories. She carries a short umbrella with a crook handle or a very long slender one similar to a man's walking stick. Your favorite dog's head or pet canary still hold popular fancy, but they are now shown in chromium, carved wood and crystal. The coverings are plain, plaid and striped, from a narrow pin stripe to wide bands. Casings are no longer the funny silk sausages used formerly. They are dignified bits of leather with zipper fastenings or constructed of bamboo or snakewood that allow them to assume canelike qualities. Prices for these rain shields are surprisingly low, considering the quality of materials and excellent workman-

MILLINERY AND SLEEVES



If you're interested in millinery observe the hat which Miss Helen Twelvetrees is wearing. It is made of a bit of black net over the head, a band of velvet ribbon and disc of velvet edged with net ruffles.

[Paramount Photo.]

In one Chicago shop a handsome umbrella is featured at a price that astounds the most canny shopper. A gorgeous peacock in wood, hand carved and beautifully colored, creates the handle and on the tip of each of

the 19 ribs is a peacock in miniature. Another shop features an umbrella, in any color, with a narrow shaft for the handle. But such a tricky handle—it conceals one's toe rubbers! And the price? You wouldn't believe me!

NIGHTIE



Costume Jewelry Still Favored for Spring Dress

Costume jewelry is still the smartest contrast for spring dresses. Glittering bracelets of chromium, crystal and carved ivory, asbestos white beads and clips and earrings, are new and different. A dozen or more thin metal bracelets set with colored beads are held together with a beaded clasp or band.

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